

Contacts

APRIL 1945



*Reproduced from Cover Motif of
Our 358-page Spring and Summer Catalogue*



\$500 for a Name!

Eatonians! This Is Your "Baby"!

Put on your thinking cap and get going NOW—in the Brand Name contest for all Eaton employees which starts April 23rd.

Two prizes of \$500 each will be awarded for the two most appropriate names by which to designate new Branded Lines.

One of these names will be used to classify merchandise above our Eatonia price level and the other to classify merchandise immediately below the Eatonia price level.

For full particulars, **including list of other prizes**, see "Contacts" May issue, which will be published April 21st. Meanwhile, we repeat—put on your thinking cap and get a head start NOW!

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Contacts



APRIL, 1945



Beneath the crisp and wintry carpet hid
A million buds but stay their blossoming;
And trustful birds have built their nests
amid

The shuddering bough, and only wait to
sing

Till one soft shower from the south shall
bid,

And hither tempt the pilgrim steps of
spring.

—Robert Bridges, poet laureate, 1913.



Easter

THE SPIRIT of this holiday is one of devotion to life's highest purposes. That this Easter finds us still at war only re-emphasizes the true worth of those purposes and proves an inspiration to every one of us to re-dedicate ourselves to serving humanity, our nation and our families to the best of our ability each day we live. And, as the sun shines its benediction on democracy April 1st, all of us will have on our lips and in our hearts a prayer for quick victory for the united nations and for a just peace after. We must add to our prayers all that we can give of our physical energies, our mental effort directed toward straight thinking, fair dealing and unswerving faith in what is right! Finally, we must accept the fact that there are many things which we will do without unstintingly, unhaltingly, to hasten the day when **all** may have that share of freedom for which we now fight. This little we will do!



Birthday Congratulations To Moncton And Calgary

Winnipeg store—"Mr. In-Between" sunny Alberta and the peavey-hook province of New Brunswick—joins with Eatonians everywhere in congratulating our Moncton and Calgary stores on their recent anniversaries. Moncton, with its twenty-fifth birthday, first saw the light of day on February 5th, 1920. Calgary was "sweet sixteen" on February 28th, 1945.

Widely emphasized as they are, these two events emphasize the nationwide service of our great Company.

Those Women Drivers!

Pretty Good After All, Eh?



A fine message of commendation came in from a customer on Kingston Row one morning relative to the excellent service being given by the driver on that route. Speaking for a number of residents, this lady spoke very highly of the service they were receiving, and wanted the Company to know how greatly it was appreciated. The driver on that route (number 86) is

Mrs. Verna Spurway. Good for you, Verna!

"Words Across the Sea"

Words of appreciation have sailed across the sea from Margaret Debney, of Birmingham, England, to Eaton's shopping service, Winnipeg:

"I wish to convey my thanks to you for the manner in which you executed the order placed with your firm . . . I might state that the choice of these gifts was excellent, showing consideration and thoughtfulness on your part.

"The Baby Bunting sleeping-bag has proved most useful during this severe winter . . . it is a long time since such pretty things have been procurable in this country."

L/Ac Tom Bennett, R.C.A.F., overseas:

"My Christmas parcel from you had a lot of memories attached to it, for before reaching me it had been to all my Canadian stations, and it was nice to remember all the good times I had on them all. To help me open the parcel were four other pairs of hands and such wrapping could not hold out for long against such a savage attack. It is surprising just how fast a parcel can be exhausted, for everyone's needs came first and what is left doesn't last long. The five of us call it censoring, and after censoring there isn't much left. Thank you."

* * *

F/S W. R. Ford, Rockcliffe, Ontario:

"I'm sorry I am so late in dropping you a line or two to thank you for the grand parcel sent me by The T. Eaton Company, but I guess I'm to blame as I have just put it off. But, anyway, here it is at last, and I can assure you it was much appreciated and so are the 'Contacts' received regularly."

Recent Appointments

WINNIPEG

Department W29—Men's clothing: MR. J. E. DOLAN, head of department.

Department W223—Beauty shops: MRS. M. E. COLE, head of department.

Department W229—Men's clothing: MR. S. CAMERON, first assistant (pro tem.).

Department W360—Pianos: MR. H. E. STENBERG, first assistant.

Mail Order Advertising—MR. A. L. OSBORNE, supervisor; MR. W. E. GRAY, head of department.

DAUPHIN

Department D379—Foodateria, groceries, fruits, meats and fish: MR. H. KEATS, assistant.

CALGARY

Advertising—MR. W. G. CASE, head of department.

Signatures Withdrawn—MR. W. G. CASE, Edmonton, department 215.

Observe Thirty Years With Eaton's Congratulations to the Following Eatonians Who Have Completed Thirty Years With the Company

Mr. Christian Simpson, paints and wallpapers—February 2nd, 1915.

Mr. Neil M. Sutherland, receiving room—March 1st, 1915.

Miss Elizabeth Crawford, mail order sales room—March 15th, 1915.

Mr. Jos. C. Blais, basement store—March 16th, 1915.

Mr. George Scott Mather, stoves and plumbing—March 18th, 1915.

Mr. James Lang, freight shipping—March 23rd, 1915.

Mr. Robert J. Young, paint shop—March 31st, 1915.

FROM THE MAPLE LEAF

In a special order of the day issued one year ago, Lt.-Gen. C. W. Allfrey, C.B., D.S.O., M.C., commander of a British Corps, said:

"Tomorrow this Corps HQ hands over command to a Canadian Corps HQ. Before I leave I wish to thank all ranks of the 1st Canadian Division for the magnificent way in which they have fought during the last two months. Much of the fighting has really been tough and you have been opposed by the best troops the German army can produce. You hammered the 98th Light Division so badly that it had to be withdrawn from the line.

"The fighting had demanded sacrifices and a great deal of guts and determination from you all, and you have always made a willing response to any demand.

"Moreover, it has been a real pleasure during the fighting to go around and see smart men who could smile, salute and fight. Given these things, anything can be done.

"You have made a reputation for yourselves of which you must be proud. I hope our ways may converge again in the near future. Meanwhile, thank you and all good luck."

Mr. A. H. Grainger Honoured on His Retirement

Leaves Direction of Company in Maritimes Amid Many Expressions of Appreciation—Donates Gift Cheque of \$1,800 From Company Personnel To Red Cross Campaign

Tributes and expressions of esteem from co-workers and friends in The T. Eaton Co. Limited organization from coast to coast highlighted a banquet, Wednesday evening, March 7th, in the Brunswick Hotel, Moncton, N.B., in honour of Mr. A. H. Grainger, vice-president and general manager of The T. Eaton Co., Maritimes, Limited, on the occasion of his retirement from active business after over forty years with the Company.

As a special token of the high regard in which the Maritime staffs of the Company held him, Mr. T. H. Howard, on behalf of Eatonians in the eastern provinces, presented to Mr. Grainger a cheque for \$1,800. Mr. Grainger in turn endorsed this over to the Canadian Red Cross Society as a contribution to the current campaign.

The complimentary dinner was tendered to Mr. Grainger by the executive, managers and assistants of the Maritimes. Present for the occasion were Messrs. A. N. Sands, director, Toronto; W. F. Locke, director of The T. Eaton Co. Limited, Montreal; W. K. Charge, representing the Western Canada part of the Company; E. J. Carson, head of the Maritime office in Toronto, and Company heads from various points of the Maritimes, as well as W. G. Stewart, chairman of the local division of the Red Cross campaign.

Mr. Sands presented the guest of honour with a beautiful illuminated address signed by Mr. J. D. Eaton, president of the Company, and the directors. As a token of esteem he accompanied the address with a sterling silver cigar box.

Mr. W. F. Locke, of Montreal, a close friend of Mr. Grainger's for fifty years, referred to the guest of honour's splendid career and the way in which he always upheld the ethics and dignity of the Company.

Mr. W. K. Charge Represented the West

Mr. Charge, representing Eaton's from Port Arthur to Vancouver, spoke of his early acquaintance with the honoured guest many years ago, and wished him happiness in the years to come.

The chairman introduced Mr. R. H. Bannon as Mr. Grainger's first lieutenant for twenty-five years. Mr. Bannon paid tribute to the honoured guest as a great organizer and merchandiser, and mentioned the many charitable drives with which he was connected.

Messages and telegrams of congratulations were read from Mr. J. D. Eaton, president; Messrs. O. D. Vaughan, vice-president; J. J. Vaughan, J. A. Livingstone, J. Elliott, R. S. McCordick, G. M. Eaton, R. M. Pinfold, J. Turner, Frank and Ted Grainger and a host of others.

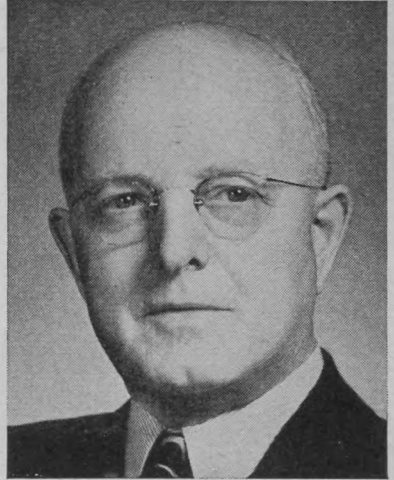
Mr. T. H. Howard presented to the retiring general manager a beautiful illuminated address from the executive, managers, assistants and staff of the Maritimes.

In replying, Mr. Grainger stated that he was proud to have served the best years of his life under the guidance of the four presidents and the executive of the firm. No company, he said, could set a better example of honesty, business ethics and fair play to hundreds of thousands of customers.

In accepting the \$1,800 donation on behalf of the Red Cross, Mr. W. G. Stewart lauded Mr. Grainger for his work in other charitable campaigns, and The T. Eaton Co. Limited and its employees for their assistance in past drives. Mr. Stewart said he realized that this fine gift was made possible only by the generosity of all the employees, who used this method of expressing their admiration for Mr. Grainger.

* * * *

Eatonians in the maritime province of Manitoba and across the western network join with their eastern associates in wishing Mr. and Mrs. Grainger many years of continued health and happiness. May you enjoy a well-earned rest and all of the best in New Brunswick by the sea!



TUESDAY at EATON'S

No C.O.D. Phone Orders For This

CITY ADVERTISING SPECIAL EVENT!

Presenting Our Highest Congratulations to

JOHN P. ELLIS

(Head of Department)
on the Occasion of His

40th ANNIVERSARY

with T. EATON CO.
Tuesday, March 13th, 1945

And So Say All of Us

136 Department

137 Department

HOME ON THE RANGE

"Life Begins at Forty!"

A Tribute to Mr. JOHN P. ELLIS

Head of Department, City Advertising

Month by month, it is our pleasurable duty to write about Eatonians in these pages, many of whose careers we have followed for more than a quarter-century. It is difficult, however, to write about one with whom we have been closely associated over the years.

It is a question of perspective. The closer we are to a person in daily life, the more likely we are to take his virtues for granted.

And that's how we feel about John Ellis, head of department, under whom it has been our privilege to work for many years.

Mr. John P. Ellis completed four decades of service with the Company on March 13th. Deferring to his request that no formal recognition be made of the occasion (modesty typical of the man), there was no presentation.

Music and Flowers

His business associates, however, felt it too important a milestone to pass unobserved. Knowing his delight in recordings of fine music, they remembered him with gift albums containing selections from the masters. To complete the picture, a bouquet of roses was sent to Mrs. Ellis.

"Whodunit?"

Meanwhile, striking a note in harmony with Mr. Ellis' daily round, members of the city ad. prepared a full page proof on which our hero was "advertised" as a "feature event" at Eaton's that day. (Reproduced here from a photograph by Mr. D. Shores.)

The first "customers" in the door were Mr. R. S. McCordick and Mr. R. M. Pinfold, who warmly congratulated Mr. Ellis. Among the many letters and wires of felicitations was one from our president, Mr. J. D. Eaton. Mr. W. F. Locke also wrote from Montreal, and Mr. B. C. Scrivener from Victoria, B.C. while all day long friends dropped in to say "happy birthday."

"Shirt Sale, 29c"

John Peter Ellis was born in Calgary and first started with Eaton's, Toronto, on July 12th, 1903, as a parceller. It was a hot day, a big sale of shirts at 29c was in progress and crowds milled around the counter where our hero, a

boy in short pants, was feverishly learning the intricacies of wrapping a shirt.

Leaving the service for a brief period, on rejoining he was assigned to the city advertising and later came to Winnipeg as assistant to the late Mr. G. H. Rowlin, then advertising chief.

Tribute From an Old Friend

We close with this tribute from an old friend which echoes the sentiments of us all: "Looking back to those early years when I first knew him, he impressed me as shy to the point of diffidence, courteous to all, and especially considerate of the 'green newcomer'—ever ready to share his expert knowledge and wide experience for the benefit of all. His capacity for work was enormous, his energy unflagging. He never considered his own time nor comfort as important—only the job in hand. Nothing was ever too much trouble. He carried this same conscientiousness into all his personal relationships. Then, as now, we all thought of him as the very personification of dependability."

"Music Hath Charms." Accompanists, like club secretaries, are apt to be taken for granted—"unhonoured and unsung." Among those who contributed largely to the success of the recent candy department party for Mr. Ross Screation was Mrs. Margaret Kurz, accompanist and accomplished pianist. Yet somehow we missed her in our report. Mrs. Kurz didn't mind a bit—but we do like to be correct—so our apologies, Mrs. Kurz!

Congratulations, Mr. Maltby!

Manager of Regina Store Celebrates His Thirty-Fifth Anniversary With Company

A despatch from our Regina correspondent announces that on Tuesday, March 4th, Mr. Harold Maltby, manager of Eaton's in the Saskatchewan capital, celebrated his thirty-fifth year with Eaton's.

This important milestone was marked by Mr. Maltby's staff of managers on Saturday morning when all gathered in his office while he was "out" for coffee, to surprise him with two beautifully framed oil paintings on his return. Mr. E. Hird made the presentation, and congratulatory messages from Eatonians in other stores were read by Mr. Stevens. All present were unanimous in extending congratulations and good wishes to the "Boss."



* * * *

A qualified engineer, Mr. Maltby, who was born in Morton Rectory, Derbyshire, England, came to Canada in 1905. After some years with the Keewatin Lumber Co. and the Lake of the Woods Milling Co. in Keewatin, Ont., he joined the Eaton service, March 4th, 1910. Served in the electricians' department until August, 1918, when he was appointed chief engineer at Regina store.

Hard working, adaptable, his capacity for shouldering responsibility soon proved of valuable assistance to the late Mr. Webster, then manager of Regina store. Following Mr. Webster's death in March, 1928, Mr. Maltby became manager under Mr. George Young, formerly provincial supervisor of Saskatchewan division, now retired. Finally, in 1932, he was appointed to take complete charge of Regina store.

Like a true Englishman, Mr. Maltby is a cricket fan. Also takes a keen interest in golf, curling, badminton and shooting.

A multitude of friends and business associates extend hearty congratulations and "many happy returns!"

Salute to "Ekcoes"

Newest member to join our family of Eaton staff magazines, "EKCOES" (cleverly coined from The Eaton Knitting Co. Limited) made its debut at Hamilton, Ont., on February 19th.

Under the able guidance of Mr. Harold Stinson, "Bi-weekly" editor, and Mr. William Ritchie, "Ekcoes" will resound with news of and "spin yarns" about our factory Eatonians.

Like "Contacts," the new publication will be mailed to Eatonians in the armed forces. We predict a bright future for the new "baby!"



Crowded Out

Here's a story about "another" Eaton service at Port Arthur and vouched for by Mr. Charlie Hine.

"On Saturday morning, 9 o'clock, a small boy was seen in the washroom, very dirty, and using copious handfuls of soap and water. Asked how he was so dirty so early, replied: 'Well, there were ten around the kitchen sink this morning, so mother said, "You go down to Eaton's and wash."'"

* * *

L Then there was the story about the shopper who rushed up to Floorman Bert Elson during a recent fabric event on the second floor and breathlessly inquired: "Where will I find angelskin?" All attention, Mr. Elson helpfully pointed to a location card above the goods and replied: "Yes, madam, you'll find angelskin in L."

Take a Bow, Edmonton!

Orchids to our sister publication "The Edmontonian"—and its editor, Miss Helen Saunders. Your March number was an eye-catching job! We especially admired the front page presentation featuring Edmonton's foodateria and staff.—"Contacts."

Almost An Easter Bunny!

Pte. W. R. (Bob) Waddell, of the drivers, now overseas, and Mrs. Waddell (nee Laura Redfern of the fancy goods) are happy to announce the birth of a daughter, Gloria Marian, born on March 8th.

KARNIVAL HIGHLIGHTS

A Few Scenes From Kenora's Recent Three-Day Snow Karnival

With its wood-chopping and beard-growing contests, its dog-sled races and Indians, Kenora's recent snow karnival recalled memories for many of us old-timers. It was a flashback to the Rat Portage we knew in the nineties, a booming frontier town, with lumbering, mining and railroad development crowding hotels till even "pool table beds" were at a premium. Time marches on . . . Kenora is now a famous summer resort centre, and one of its leading establishments is Eaton's foodateria.

From Mr. E. R. Rheault, the manager, comes these pictures of the karnival. The centre picture shows Eaton's window display.

Top row, left to right—Snow Queen Pat Odam with Indian braves; Snow Queen enthroned; figure skaters on ice pyramid.

Bottom row—Parade of beards; Snow Queen and Princesses arrive at karnival grounds; Snow Queen of 1960, little Miss Barbara Williams. ("B-r-r-m! This ice is cold!")



"When Good Fellows Get Together"

Farewell Party for Greg Johnson

It was one of those he-man evenings of song and story—a gathering of good fellows at the Marlborough Hotel on March 1st, to honour another good fellow—Greg Johnson—who was leaving to head the homefurnishings at Port Arthur store.

Mr. Frank Carpenter, supervisor, reviewed Greg's career since the latter started with Eaton's in 1933. Years spent in the draperies, and two Christmas sessions with the toy department as signature, had started Greg up the ladder. Last June he was promoted to assistant in the basement store, and now came his appointment to Port Arthur. Somewhere along the way he had become a skilled amateur photographer, and on going to the lakehead he was giving up the presidency of the big Eaton Bowling League. Mr. Carpenter then presented Greg with a fine leather brief case from his associates, and extended the best wishes of all present. Expressing his thanks, Greg spoke feelingly of the many friends he was leaving behind in Winnipeg, his appreciation of the opportunity given him and his determination to do his best in the new field.

To all of which, Greg, we add the blessings of your many friends!



Top row, left to right—Bill Whale (he played Rachmaninoff's Prelude like a maestro), George (in there pitchin') Bewick, Marty Best (stories of the deep south his specialty), Greg Johnson, guest of honour; Frank Carpenter (a baritone overlooked by Metropolitan Opera), Herb Cooper (kept things moving), Jack Pickles (busy as a one-armed paperhanger).

Bottom row—"Down in the Valley," close harmony by Marty Best and Bill Patterson; Mr. Carpenter does the honours—a brief case from the gang; Sgt. George Scott, just back from Italy, another guest of honour. He has two brothers still over there.

Missing from picture are Jim Scott, Herb Pilling and other lads who helped to organize this enjoyable event.

"STAND UP—SPEAK UP—SHUT UP"

Mr. A. V. Pigott Addresses Assistants on Public Speaking

"The ability to speak well in public is our democratic duty, and anyone can easily learn how to do it." Thus spake Mr. A. V. Pigott, assistant superintendent of schools and a noted authority on public speaking, when addressing the Assistants' Association as guest speaker at the monthly meeting held in the grill room on Monday, March 5th. Mr. Sam Fleming, president, introduced the speaker. Other honour guests were our superintendents—Mr. B. C. Scrivener (store) and Mr. J. Stronach (mail order).

"Public speaking," Mr. Pigott said, "is knowing how to stand up, speak up and shut up. It is like learning to swim. You approach it gradually, before venturing into the water. You learned how to breathe deeply and how to float."

The speaker recommended starting with a small group of six to ten people. He gave many valuable hints on the art, among which were: Stand erect, hands at side; speak quietly, sincerely; eliminate unnecessary motions (or don't fiddle); be sparing in gestures; nervousness was a good sign—it put one on one's mettle and one did a better job; prepare, pre-

pare, prepare!; be interested, read, research, dig into it!

Public speaking, added Mr. Pigott, will develop one's personality, improve one's thinking, build up confidence, increase one's social value and help one to measure up for leadership.

Mr. Fleming thanked the speaker on behalf of the assistants.

Among other business of the meeting it was reported that the recent drive for blood donors had added 128 new names to the Eaton list.

To Followitis?

On the side line much attention was given to Mr. Oliver Barker, of 122 department, and his lovely pink complexion at the recent assistants' meeting. It was the general opinion of those present that it was the softening shades of spring casting their glory over him. After some investigation it was found that Mr. Barker had been busy making a new pink mail order To Follow bill, and that the poor chap had contracted To Follow jaundice. It is hoped that it will not develop into To Followitis. With the use of the sales reducer and the sales coupon which is attached to the new form, it is believed that he may reduce his ills and increase his vitality.—I. T. (mail order publicity).



Spring Fashions!

"She's Spring 1945"

Today..
SPRING is
on its way!

Fashion's brightest arts were displayed with lavish hand in the grill room on Tuesday evening, March 6th, when the fashion selling and accessory staffs were treated to a very special showing of spring fash-

ions planned solely for their guidance and benefit. A dinner preceded the presentation.

Primarily instructional, the show was also an artistic triumph, and the models (who, by the way, did a "bang-up" job without benefit of rehearsal) co-ordinated perfectly with a running commentary by Miss Wilma Blocher, store stylist.

It was made very clear to those present that the people who sell are the most important factors connected with the showing, for it is they who, by their enthusiasm, interest and courtesy gain the customer's confidence.

More Hat

Because interest has focused more and more on hats, millinery was chosen to be the "lead-off" man of the preview. Seductive and lavishly elegant with feminine bows, veils, "fake" jewels and flowers, hats are important! Colours, such as soft limes and all pinks, in fabric hats, for instance, illustrate clearly why the hat is considered the balance of all clothes.

Suit Layout



Spring, of course, means suits—well planned—well put together. Aided and abetted by related accessories, a colour wave of suits paraded before our eyes—pinks, limes, greys—in the collarless cardigan suit or the suit with its

matching or contrasting "shortie" coat. Sleeves deserve special mention. They are straight and loose and interesting, in some cases having a cuff. The new skirt feature is illustrated by the slit skirt (don't be alarmed, dear readers, it's only a "teensy-weensy" slit!).

One three-piece ensemble particularly caught the educated eye of the staff—a two-tone blue suit, topped with matching "shortie" mandarin coat, the combination of colours cleverly executed in the slide slit of the coat. All suits showed an increasing trend toward a softer look. The feminine form divine has come into its own!

A Coat For Everyone

Coats, 1945, have an easier, fuller silhouette, the "constant" classic continuing to sell as volume. Outstanding this year because of a new softness, it is broken into definite types, relying on many new features for its fashion . . . on the pale pastel yellows to the sharp pastel fuchsias, for its sparkle. Such examples as the short coat for spring suit and summer dress . . . or the casual "wear-with-everything," much loved and ever wanted . . . or the coat-that-looks-like-a-dress, triumph of Canadian couture—all these contributed to the interesting presentation. Enhanced by trims such as braid and fancy buttons (lots of them!), the coat picture for spring, 1945, merits the academy award!



Blouse Bulletin

The blouse, flatterer of suits and co-star with skirts for that "costume" look, gives an individual that well-planned appearance. Necklines make headlines, from the tailored "V" to the dressier "frou-frou." In colours, white comes first, closely followed by pastels and prints.

Sweet and Lovely

Dresses, 1945, are pretty, charming and completely feminine! The animated silhouette is encouraged by cap sleeves, extended but soft. A feminine softness at the bodice . . . drapes, tunics and peplums below the waistline . . . all these help to contribute to the illusion of that "small-waist" look—by far the most exciting fashion news of the entire spring dress story!



Last But Not Least

"Sleek and lovely" aptly describes the furs to be worn spring, 1945. The ultimate in elegance, with dramatic accessories, furs are the height of femininity, charm and great beauty.

Finis

So there you have it—a glimpse of spring, 1945. This "basic training" of store fashion personnel will pay satisfactory dividends. With the good judgment and timely tips so clearly and concisely stated at the preview, our customer should indeed feel confident that "She's Spring 1945."





U.S.C. Has Two Candles on Birthday Cake

Since March 2nd, 1943, when Eaton's Donald Annex with its 15,000 square feet of floor space "joined up" for the duration as the **United Services Centre**, well over 2,000,000 service personnel have shared its hospitality. On the nights of March 5th, 6th and 7th the Centre accordingly observed a birthday party in honour of its thousand volunteer workers who were also celebrating their second year of service to the troops.

In the Centre's publication, the "Bulletin," this tribute is paid to the Company: "Over the past two years there has never been a crisis where an appeal for help from Eaton's has failed to find a solution and willing assistance. A tremendous number of 'little things' have cropped up with regard to the running of the Centre, but no matter what they were, we have always found cheerful and friendly aid from our next-door neighbours. They have made comparatively easy what might have been a very difficult path. On our second birthday we say 'Thank you again' to this grand Company."

* * *

Mrs. W. A. Smith, chairman of the Centre, has also asked "Contacts" to convey her warmest thanks to the caretaking staff of Eaton's for many kindnesses and constant co-operation given the Centre. A special word of thanks goes to Miss Leah Vincent (stationery) for obtaining magazine subscriptions for the Centre.

Pictures taken on Air Force Night show, left to right, Mrs. W. A. Smith introducing Air Vice-Marshal K. M. Guthrie. Next the air marshal "decorates" Miss Sybil Robertson (stationery), one of many, with second year service pin. Next another worker receives her pin proudly. Lower pictures: F/O Frances Douglas, R.C.A.F. public relations (city advertising), Neville Smith, U.S.C. executive (mail order advertising), and Mrs. W. A. Smith; the birthday cake.

Sgt. Jim Mitchell, former driver, now with Canadian Special Employment Company, C.A.O.:

... a few lines hoping to find the old gang in 151 in the best of health. . . . I want to thank you all for the cigarettes which have been coming through all right—a good old Canadian cigarette is always appreciated. . . . They are a swell bunch of people here (somewhere in Belgium) . . . I am looking forward to seeing you all in a few months."

* * *

Happy landing to **Corporal Archie Spiers**, R.C.A.F. (city advertising). Arch dropped into the office the other day to say au revoir prior to "going over."



**QUICK, HENRY.
THE FLIT!**

Pity the poor l'il moth! He spends all winter in a bathing suit (b-r-r!) and all summer in a fur coat (pewh!).



Sgt. "Gerry" Despard (head of department, ribbons and laces) dropped around to say "hello" while in Winnipeg on a week's leave. He was passing through en route to the east from the northlands, where he has been with the Royal Canadian Ordnance Corps.



"There Is Nothing So Pleasant As Coming Home Again!"

ENID E. BEDDINGTON

"Join the navy and see Canada" is the experience of Wren Beddington during her year and a half with the Wrens. Taking probationary training at Galt, Ont., she transferred to H.M.C.S. "Cornwallis," in Nova Scotia, for a writer's course. Returning to "Chippewa" for a short time, Enid ended up at H.M.C.S. "Stadacona" in Halifax. Before joining, Enid was in the grill room office and returned to the dress goods office February 12th, 1945.

CLARA ELRICK (nee Peterson)

Another Wren! Clara also took probationary training at Galt, then went to H.M.C.S. "Cornwallis" as officers' steward for ten months. She informs us there were a number of Eatonians "down East" and the popular question seemed to be: "Where did you work in Eaton's?" Clara was married to a navy lad while at Cornwallis who is now overseas. She has returned to her former work in the mail order money returns.

JAMES GRAHAM

Ambitious and eager for further education, James Graham took advantage of "spare" time during his three years and eight months in the army to study a trigonometry and business arithmetic course. Born in Winnipeg, he first joined the R.C.A.S.C., then transferred to the R.C.A. With the 106th Coastal Battery in Newfoundland, James worked at range finding. Anxious to go overseas, he was very disappointed when declared medically unfit and received his discharge. He returned to his work in the mail order women's dresses, February 15th, 1945.

EDWARD KASPERSKI

Two months in Normandy with the 129th Airfield of the 2nd Tactical Air Force during the early days of the invasion, Cpl. Kasperski recalls that experience as the highlight of his three years overseas. While training in England he served with the 414th Squadron, R.C.A.F., and the 39th Wing, both Fighter Commands. Arriving in Winnipeg Christmas Day, 1944, the best gift of all was to greet his son, Edward William, 2 years and 7 months, whom he had never seen. Transferred to the reserve, he has returned to his former position with the Winnipeg store.

FRANK G. LAMONT

With the Royal Air Force in the last war, it seemed only natural to Frank Lamont that he join the R.C.A.F. in this war. Doing so on September 3rd, 1940, he went overseas as a wireless operator. Stationed with a Canadian Bomber group in Yorkshire, Mr. Lamont devoted spare time during his four years and five months overseas to photography with a motion picture camera. (All he needs now is a projector, we hear!) While overseas he attended the General Assembly of the Church of Scotland as a delegate from Knox Church, Winnipeg. Now in Reserve Class E, he is back to "business as usual" in the general office.

DAVID W. LECKIE

Mentioned in despatches for gallant and valuable service, B.Q.M.S. Leckie, of the R.C.A., is just another reason why a Scotsman commands the respect of fellow officers and men. Joining up three days after war was declared in September, 1939, Dave saw action in Sicily and Italy, and experienced chilly weather in Scotland, the latter being the worst experience, he declares. (It's all right for a Scotsman to say that!) He returned to his former position as stockkeeper in the shirt and garment factory, February 7th, 1945.

STANLEY OLSON

A member of the "Demon" Squadron, R.C.A.F., Cpl. Olson was overseas for three years as a member of the ground crew. Ten months' training was taken in Canada and at St. Thomas, Ont., he studied a four-and-a-half-months' course in instruments, which qualified him as an instrument maker. Transferred to the R.C.A.F. Reserve, he returned to work in the jewellery and watch repairing, March 5th, 1945.



Again it is our pleasure to welcome a group of Eaton men and women returning from active duty with the armed services. You who are listed here have come back to us from the moors of Yorkshire, the beaches of Normandy, the vineyards of Italy and distant points in our own Canada. It is good to see your faces among us once more. You have done your bit, we are proud of you, and in welcoming you back, it is our sincere wish that you may feel completely at home.

Frederick



KENNETH M. SUTHERLAND

Sergeant in the Air Force, Ken Sutherland was an armourer instructor, stationed at MacDonald, Man. After training at Mountain View, Ont., and Toronto, Sgt. Sutherland qualified to instruct in the use, stoppage and maintenance of air guns. After one year and eleven months in the R.C.A.F. he received his discharge, returning to mail order women's shoes where he is first assistant.

JAMES P. WILEY, Jr.

From Ac/2 to a pilot officer in one year and ten months is the fine record of James Preston Wiley, printing plant. He seems to have covered most of Western Canada during his period of training, from Winnipeg to the coast. Transferred to the Reserve, he has returned to his former position as an electrotypist at the printing plant. He is the son of J. Preston Wiley, formerly of the printing time office, now at Fort Osborne Barracks.

ARNOLD WINTER

Twenty-one-year-old Arnold Winter knows what he wants and he's getting it! Taking advantage of the rehabilitation grant concerning education, Arnold is "cramming" his grade 12 in preparation for a university course in the fall. He joined the navy, September 23rd, 1942, as an ordinary seaman and after two months at H.M.C.S. "Chippewa" transferred to "Naden" at Victoria. Receiving his discharge, Arnold returned to Eaton's in the men's furnishings.

GEORGE RENNIE GREEN, Saskatoon, Sask.

Flight Lieutenant Green returned to "civvies" on January 25th after three years and seven months with the R.C.A.F. Enlisting July 5th, 1941, Mr. Green took the "admin" course at Trenton, Ont., and was later adjutant of the training wing at Brandon. From 1942 to 1944 he served overseas with the "Demon" Squadron, and was station adjutant with the Canadian Bomber Group Command at Yorkshire. While overseas, genial George put his talent and experience as display man to good use when he decorated a number of officers' messes for special occasions. Mr. Green is married and has one son 15 years of age. A former member of Winnipeg display staff, he has been head of Saskatoon display department for some years.

ROBERT W. HENDERSON, Saskatoon, Sask.

Robert Henderson came to Eaton's, Saskatoon, on February 12th, 1942, in the drug department, and joined the R.C.A.F. September 1st, 1943, as L/Ac. After a year and six months' training in Canada he received his discharge papers, returning to Saskatoon women's and misses' suits and coats department.

ROBERT H. HOOD, Saskatoon, Sask.

Sergeant Hood, of the Saskatoon maintenance staff, served in His Majesty's Forces for five years in Canada. Joining the R.C.A.F. as an Ac/2, he took special training as an airframe mechanic, qualified for "A" group, and was promoted to the rank of sergeant. On being discharged he returned to the engineering staff of the Saskatoon store, February 12th, 1945.

ARTHUR H. LEGARE, Saskatoon, Sask.

After four years and five months in the R.C.A.F., Cpl. Legare received his discharge pending March 14th, 1945. Before he joined up in October, 1940, as an Ac/2, he was with the Saskatoon store garage in charge of trucks. He has returned to work with the Saskatoon delivery staff.

BLAKE McLEOD, Saskatoon, Sask.

Ordinary Seaman McLeod represents the navy for the Saskatoon store. Joining the R.C.N.V.R. June 8th, 1943, he trained and remained in Canada, receiving his discharge in April, 1944. Before leaving to join the navy, Blake McLeod was with the Saskatoon basement store, and on his return started with Saskatoon draperies.

(Continued on Page Twelve)

WELCOME BACK!

(Continued from Page Eleven)

STEPHENSON, HAROLD J.

Previously with the R.C.A.F., Mr. Stephenson joined the infantry on March 7th, 1943, and rose to the rank of corporal. In his two years with the "foot sloggers" Corporal Stephenson was an instructor at Fort Garry basic training centre. He also was stationed at Camp Shilo for a time and at Nanaimo, B.C., where he took the chemical warfare course. One of Harold's happiest recollections of the army was his association with fellow instructor Eatonian and "side kick" Corporal Billy ("Butterball") Boston. Corporal Stephenson was discharged from the army on February 28th, 1945, and returned to the men's clothing department.

GERALD McKay, Port Arthur Store.

Sergeant Gerald (Jerry) McKay enlisted June 5th, 1943, in the R.C.A.F., and graduated on June 26th, 1944, as a sergeant air gunner. His training took him to Vancouver, B.C.; Edmonton, Alta.; High River, Alta.; Macdonald, Man. Released on call to R.C.A.F. reserve February 28th, 1945, he returned to Eaton's. Before enlistment Sergeant McKay was with the dispatch. He is now in charge of the warehouse.

EDWARD W. MATTHEWS

Having taken a driving course in the reserve army, Corporal Matthews, R.C.E.M.E., was made an instructor at Kingston and Ottawa in armoured cars, jeeps and all types of vehicles shortly after enlistment in the active army June, 1942.

Discharged for medical reasons March 6th, 1945, he was greatly disappointed in not getting overseas, yet seeing all his pals go. Corporal Matthews is a member of a one hundred per cent Eatonian family—his father is George Matthews, formerly of the Winnipeg store and now with the Toronto store, his wife was Christina Morton of the foodateria staff.

With mail order radios before enlistment, he is now in the cartage department.

VIOLET MAY HEATHCOTE

Three years and three months in the R.C.A.F. (Women's Division), Corporal Heathcote found much to capture her interest. After training at Toronto, she herself became an instructor at Rockcliffe, Ottawa, where she remained two years. When the quota of trained W.D.'s had been met, Corporal Heathcote moved to Calgary as equipment assistant and librarian. Now fully trained in administration and librarian course, she has been transferred to class "E" Reserve, R.C.A.F. (W.D.).

Before joining the R.C.A.F., Violet M. Heathcote was with the adjusting bureau and on her return is now clerking in the stationery department.

GEORGE C. PARKIN

A sergeant in the R.C.A.F., George Parkin served one and a half years in Canada—Edmonton, Regina and MacDonald (Man.) being some of the "high spots" to which he was sent for training purposes. Sergeant Parkin says he's "glad to be back"—which speaks very highly for his associates in the research bureau, from which laboratory work he left to enlist and to which he returned when receiving his discharge to the R.C.A.F. reserve in March, 1945.

LIEUT. ROSS MACLEAN ON SHORE LEAVE

Also "welcome home"—though not to stay—is Lieut. Ross MacLean after eighteen months away from Canada with our fighting navy.

Lieut. MacLean, who was accompanied by Mrs. MacLean, arrived home on leave on March 18th. Deeply bronzed from Atlantic and North Sea gales, Ross looked nauti-

cally trim and fit. Said he, "I left laundry in every port from Murmansk to Halifax."

Good luck to **William Novak**, of our Saskatoon basement store staff (picture at right), who is now serving as a steward with the R.C.N.V.R. at Montreal.

**D. J. Skidmore, Royal Winnipeg Rifles:**

"Received your parcel in good order and must say it was something to look forward to and something which I really did enjoy. Your remembering of me through these years, back in England and now over here, has been something which I really appreciate. Deep down inside me would like to do something in repayment—that is the way I feel for the swell job you've all done, but suppose all I can say at the present is: 'Thank you all very much.'"



NEWS AND VIEWS OF MILITARY EATONIANS



Frank Thompson, R.C.O.C. in Italy:

"I received the lovely parcel and the cigarettes from the store, and wish to thank everybody for them. The last time I saw George Firth was in Florence. We ran into Walter Hay, from boys' furnishings, and had our picture taken. Walter is just the same and in good health. He is on a different front than we are, so it was great to see him and find out about the country over there. I am in good health, and wish to say hello to my friends on the eighth floor and all over the store and to all the gang in men's furnishings. Hope to see you all soon. Thanks again for the lovely parcel and cigarettes."

L/Sgt. Don Bird, C.A.O.:

"I wish to express my thanks, through 'Contacts,' for the smokes and parcel received. I appreciate everything you are all doing on our behalf."

L/Ac A. Dalloway, R.C.A.F., overseas:

"... Thanks for the parcel. An old Eatonian was posted here recently and is in charge of the electrical work on a number of Halifax bombers in our squadron. He is no other than 'Whitey' from the annex check room (Norm Bodley and cronies please note). Have been working with him quite a lot and have had some real good chats on old times around the store. My regards to all the gang in the city and mail order paints and wallpaper departments—maybe it won't be long before we are all back with you again. We hope so."

F/O E. N. Weldon, R.C.A.F., overseas:

"Will you please convey my thanks to whoever was responsible for the Christmas parcels for overseas Eatonians? I received mine just a few days before the 'big day.' I must say it went a long way towards making my Christmas an enjoyable one. There was scarcely an item in my parcel that is obtainable over here. I appreciated, too, the very welcome parcel of cigarettes which arrived last week."

"I have been kept busy ever since joining this squadron. Apart from my duties as a navigator, I've been acting as Canadian welfare officer. Although this is an R.A.F. station, we Canadians form a large proportion of the total strength. Oddly enough, though, I'm the only Eatonian here. For that matter, I'm the only Winnipegger."

"Squadron life is pretty good. Even so, I'm looking forward to getting home and renewing old friendships with the 'gang' at the Winnipeg store. There is a strong feeling over here that Germany won't be able to hold out much longer. We have certainly given Jerry a good

plastering lately. It's hard to see how they can stand up to it all. The other night I was within eighteen miles of the Russian lines. If it hadn't been for the low clouds I could have seen the fighting."

W. B. Hardy, H.M.C.S. "Scotian":

"Would you be kind enough to express my sincere appreciation to The T. Eaton Co. for the generous Christmas parcel I received a few days before Christmas? It contained a bit of every necessity a service man requires and I can't begin to tell you how much it means to some of the boys."

"Your monthly, 'Contacts,' arrived yesterday. This is always a signal for 'time out' to catch up on news around the store. Used to repair typewriters for the store before I joined the service, and now I'm repairing 'ship's' typewriters for 'George.'"

L/Wren E. Fultz, H.M.C.S. "Carleton," Ottawa:

"I often think of the busy but cheery Christmas seasons I have spent with my friends at T. Eaton Co. Ltd. Your thoughtfulness (re Christmas parcel) was very much appreciated."

Flight Officer Frances Douglas, R.C.A.F. (W.D.), Winnipeg:

"This is no time at all to be thanking the boys and girls for their Christmas box, but the gratitude hasn't lessened with the passing of the months, and thank you very much—formally, officially, and at long last. As usual, they have done a bang-up job not only of parcelling but of choosing. There was nothing there that wasn't useful, acceptable and more than welcome. The overseas fortunates, from what I hear, will give extra marks for one thing that was left out, i.e., shoelaces, whereof there seems to be a glut, particularly in Belgium."

"Now that I'm here in Winnipeg I feel most undeserving, but have included most of my chocolate bars and so forth in overseas parcels because I thought that is what the donors would like me to do about them. Couldn't resist the fruit cake this year, however."

L/AC J. D. MacNeil, R.C.A.F.:

"I must admit that this is a late date to write and thank you for the lovely parcel that I once again received this past Christmas. Everything packed therein was just what the doctor ordered. I also received the cigarettes, which are always more than welcome. I receive 'Contacts' more or less regularly and am very happy to get them. It is most interesting to read what is going on back in the store. Please tell Jack Yeats (men's clothing) that I was asking for him."

MEMBER OF THE ORDER OF THE BRITISH EMPIRE

Awards won in the European theatre of war have been made to eleven Winnipeggers, one of whom is Captain (acting Major) Gordon Debenham Dailley, who is now a Member of the Order of the British Empire. He is the son of Colonel W. G. B. Dailley, executive offices, who has been loaned to the Government by the Company for the "war on waste." Captain Dailley entered the R.C.A.S.C. in October, 1940, as a second lieutenant, proceeding overseas in November, 1941.

* * *

RECENT VISITOR

Sgt. Ernest Fletcher, sporting goods, now Canadian Dental Corps, returned to Canada February 25th on replacement, and while in Winnipeg visited "Contacts." On active service in the United Kingdom for two years and eight months, he was more recently stationed in the south of England. Sgt. Fletcher was through part of the blitz and experienced "doodlebug" raids. While "over there" he visited his mother, Mrs. Alice Fletcher, retired, whom old-timers will remember in the hardware department. She is now living in Lancashire, "doing her bit," thus releasing younger women for more essential war work.

* * *

LIEUTENANT DON JAMES BACK

Home from England after two years, during which time he was wounded and missing, Don James, formerly of men's furnishings, latterly boys' clothing, turned up in "Contacts" office to say hello. Shot through the throat by a German sniper at Caen, Don was a prisoner of war in France and was well cared for by both German and British doctors.



While at prisoner-of-war camps Don met a number of Hindus taken at Tobruk in 1941. They shared their Red Cross parcels with him, and to his astonishment one parcel contained a tin of Eaton's butter! Don's father is Captain T. W. James, now living in London, formerly bandmaster of the famous P.P.C.L.I. Band. Don has been posted to duty in Canada.

* * *

P/O Tommy James, stoves and plumbing, now R.C.A.F., overseas:

"Please accept my sincere thanks for your welcome Christmas parcel. All enclosed reached me in fine shape and was much enjoyed by the rest of the boys in my crew as well as myself. The end of this mess seems to be in sight now and most of the boys feel they can hope to be home soon. That word 'home' sounds sweeter the longer you are away. Guess there are some changes in the old department since I left. I am now in the Pathfinder force and find it very interesting."

Fourteen

MENTIONED IN DESPATCHES

Sgt. J. E. T. Barker, city carriers, now with Headquarters, 12th Canadian Infantry Brigade, somewhere in Italy, has recently been mentioned in despatches. He also had the great joy of being reunited in Italy with his elder brother of the Merchant Service. Both enlisted in September, 1939.



The youngest of this family of three boys is training at Saskatoon and hopes to go overseas. They are the sons of a very proud father, Mr. E. Barker, elevator staff, who is a veteran of the last war. He also has the fine record of thirty-two years with the Company.

* * *

KILLED IN ACTION

F/O Colin M. Hay, at one time with the women's shoes department, was killed on active service on March 6th, according to official word received.

Flying Officer Hay, who had served in the R.C.A.F. for three and one-half years, completed an operational tour on Atlantic patrol duty from Eastern Canadian bases before going overseas in December, 1943. He had only three more trips to make to finish his second tour of operations, according to letters recently received here.

Remarkable Feat

Last year, Flying Officer Hay performed a remarkable feat when the pilot of a Halifax bomber of the Leaside Squadron was seriously wounded and the aircraft damaged by flak when over a target in France. Flying Officer Hay, whose piloting experience had been limited to a few minutes at the wheel while on convoy patrol off the Canadian coast, volunteered to fly the bomber back to Britain. Most of his navigation aids were smashed and he had to pick his way home, but he succeeded in getting the big machine back and made a good landing on an emergency airfield. For this deed, Flying Officer Hay was awarded the Distinguished Service Order.

* * *

L/Ac N. H. A. Lawrie, R.C.A.F., overseas:

"It makes a fellow feel very good indeed to know that he is still remembered after nearly three years away. This war has lasted just about long enough now and I, for one, am about ready for civvie street and more or less normal living once again. Your parcels and cards make it a lot easier for us to start another year of war, and perhaps we will be back home before another new year breaks.

"I have been in France for some time now and in the course of my travels have met many interesting people. Had a very enjoyable hour chatting with a bloke who, before the war, was a drapery salesman and had done business with Eaton's in Winnipeg. He was quite familiar with the store and even mentioned a few names well known to me."

BRIGHT IDEAS PAY CASH!

The Suggestion Committee recently announced the following awards:

Mrs. Irene Murphy, mail order advertising.....\$50.00

Miss Mary Anderson, cashiers 5.00

Congratulations to Mrs. Murphy, who hit the jackpot with an idea of special interest to the mail order . . . also to Miss Anderson for a helpful suggestion.

New ideas are the life of business. **Send in yours today!** Get a suggestion form at your time office.



Left to right:
Mrs. Irene Murphy and Miss Mary Anderson

PENCIL "POINTS"

Our business here at Eaton's, like most business, is conducted through the points of a multitude of pencils.

Does **your** use of your pencil help or impede the conduct of our business?

At kindergarten, upon learning your alphabet you were taught to write it and to make figures. These were your first lessons. You learned to write that others might read—or did you?

What we are getting at is this business of the figures on sales checks — particularly C.O.D. amounts. A lot of them are "P.D.A." — if you know what we mean—and we think you do.

One should feel a little sad to realize that one's first lessons — how to pass thoughts and intentions on to others (or handwriting)—had been so badly learned that one's figures could not be read correctly; that the time and effort of a number of people had to be diverted to interpreting and correcting the mistakes caused by them. And believe us, that interpretation often requires a skill akin to that of a mind-reader.



The navigator of a bomber must work at top speed to plot position and set track for the pilot. He must take sun and astro (star) shots and, because of the high speed of aircraft, convert them into positions within a few seconds. Yet all the figures in his log must be clear and legible — for his work is subjected to strict scrutiny and analysis upon his return to base. For him, haste is no excuse for illegible figures.

Should it be for you? Think these few "pencil points" over —and then do something about your figures . . . Unlike **women's**, they should be plain.

Quarter Century Club Welcomes Thirteen New Members

Thomas E. Moffitt, caretaking—February 28th.



"Night housekeeping" is Thomas Moffitt's important job with Eaton's. Born in North Gower, Ont., he joined Eaton's receiving room staff in 1920, and one year later transferred to the night staff. Keenly interested in church work, Mr. Moffitt is a member of Calvary Temple. Mr. Charles

Tribble, head of department, presented a beautiful bible as a quarter-century gift to Mr. Moffitt on behalf of the staff.

Mr. Moffitt is a widower, with two grown-up daughters. His favourite hobby is fishing at Kenora.

* * *



Sydney Lentle,
express shipping—
March 13th.

Bombardier Syd Lentle is at present on active service in Italy. The gay-hearted Syd is missed these days by his pals of the Eaton Curling League.

* * *

Herbert G. Hallett, mail order boys' clothing—
March 13th.

Herbert George Hallett was born in Woolwich, London, England, and came to Eatons, Winnipeg, in 1920. Starting first in department 46 (mail order women's skirts and sweaters), he later transferred to the mail order juvenile department, and latterly to mail order boys' clothing. A private in the First World War, he served overseas with the 6th Battalion, first contingent, C.E.F. Music is his favourite hobby.

On the big day Mr. Hallett received congratulatory messages from friends and many gifts, among which were a smoking stand, monogrammed silver cigarette case and a pen and pencil set.

Walter E. McCormack, drug department—
March 1st.

Born in Monkstown, County Dublin, Eire, and an acting sergeant in the Medical Corps during the First World War, when he served three years and eleven months, Walter McCormack was in France, Belgium and Germany with the First Canadian Casualty Clearing Station. The past twenty-five years he has worked in the drug department, including a short time in the mail order drug manufacturing. Mr. McCormack has two children, both on active service—Derek is in the R.C.A., now in Germany, and Verna (an Eatonian from the C.O.D. and sales audit office) in the R.C.A.F. (W.D.), stationed at North Battleford.



Mr. McCormack received a monetary gift from the department, and from his immediate section a booklet of theatre tickets among other gifts.

* * *

John Robert Johnston, mail order juvenile—
March 13th.

Well known as the president of the Eaton Curling League, Johnny Johnston joined Eaton's on March 13th, 1920, his first position being with 122 department. He later was delegated to open up the Company's order office in British Columbia and some in Saskatchewan, engaging and training local staffs for these posts. He was also in charge of our Red Lake order office. At present Mr. Johnston is with the mail order juvenile department, where he holds a signature.

Born in Broughan, County Arragh, Ireland, Johnny went to school in Winnipeg. His wife was the former Alma Grose of 5 department. To mark his quarter-century with the Company, department associates presented Mr. Johnston with a gift of flatware. Eaton curlers also staged a stag party for their chief at the Civic-Caledonian rink, when he was the recipient of a china tea set presented by Ken Sutherland, a past president of the club.



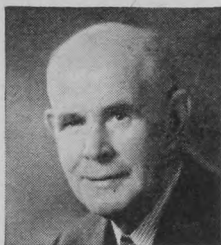
March 13th was an important date to Mr. H. G. Hallett and Mr. J. Johnston!

Alfred Scudder, groceteria—March 1st.

Born in Birmingham, England, and came to Canada in 1912. Served as a private with the 222nd Battalion until October, 1916, when he was honourably discharged. Mr. Scudder entered the portals of The T. Eaton Co. Limited in 1916 in mail order packing, later

transferring to mail order paints. He left Eaton's in 1919, owing to ill health, rejoining the staff March 1st, 1920, in the groceteria. He is married and has a son and daughter. Says his hobbies are flower gardening and golfing (he shoots in the eighties!). A chair was presented to Mr. Scudder to mark the happy occasion, and Mrs. Scudder received a bouquet of twenty-five beautiful roses from the staff.

* * *

James Davison, men's clothing work room—March 16th.

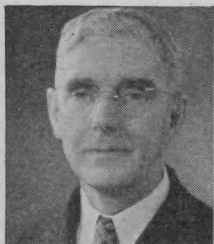
A true Irishman, James Davison was born in Mounthill, Larne, County Antrim, and came to the Company in 1920. The shirt and garment factory was his first stop; later he transferred to the men's clothing work room. He is married and has one son, Sam, who is chief

clerk in the C.N.R.

Mr. Davison is a great soccer fan, and any Saturday night during the season you'll find him at the Stadium enjoying the sport. He's interested in lawn bowling, too.

He has left for his quarter-century holiday, and on his return a celebration will probably be held.

* * *

Andrew S. Greer, general stock room—March 22nd.

Andrew Surgeon Greer was born in Belfast, Ireland, and came to Eaton's on March 22nd, 1920. Serving with the 8th Battalion in the First World War, he was wounded at Paschaendale. When first coming to Eaton's, he started with the receiving room, and is

now in charge of stockrooms. Mr. Greer has one son in the Canadian Motor Ambulance with the Eighth Army in Italy, another in the R.C.A.F. at Dartmouth, N.S., and two daughters married to boys in the services.

Anna Varcoe, mail order millinery—March 22nd

Born in Toronto, Mrs. Varcoe came to Eaton's in 1920, starting in the neck wear department under Mr. J. D. Mitchell, who was then supervisor. After approximately six years, Mrs. Varcoe transferred to the mail order millinery, where she remained to complete her quarter-century with the Company. Mrs. Varcoe is very interested in golf and tennis and plans to do some of both when she takes her long vacation.

Department associates hope to give Mrs. Varcoe a set of twin travelling bags to make use of on her long holiday.

* * *

Harry Shimmen, service groceries—March 24th.

Although born in London, England, Harry Shimmen has lived in Canada since he was two years of age. At the tender age of fifteen he came to Eaton's as a mail carrier in the mail order transfer. Subsequent departments were the foodateria, where he spent twelve years, and the third floor service groceries, to which department he transferred in 1942. Mrs. Shimmen is a former Eatonian—she was Beatrice Chatfield of the dress goods department. They have a six-year-old daughter, Doreen. Curling and bowling are Harry's favourite sports.

Friday evening, after store hours, a presentation of an occasional chair was made to Mr. Shimmen by Mr. G. B. Douglass, head of department, on behalf of the department.

* * *

Adeline J. Bean, women's garment alterations—March 25th.

Mrs. Bean was born in Leeds, Yorkshire, England, and came to Eaton's, Winnipeg, in the alterations department 25 years ago, on March 25th. To show in what high esteem they held Mrs. Bean, her associates in the women's garment alterations presented her with a fitted overnight case, a pack-a-way and a compact—all gifts dear to the feminine heart!





Top row—"Congratulations, Dad," says seven-year-old Hugh. A few of the guests—at the extreme right is Bruce, Mr. Cowley's second son; Lorne Falardeau gets the bird (cooked to golden brown by Mrs. Cowley) and carves like an expert.

Bottom row—The toast, proposed in grape punch, by Mr. Moss. Mr. and Mrs. Cowley and son, Hugh, seated in front; Lorne Falardeau presides over punch bowl with genial Joe Palmer acting as waiter.

Thanks For a Lovely Evening!

Mr. and Mrs. Frank Cowley Hosts at Quarter-Century Party

Actually, it was a surprise party planned by the sporting goods staff in honour of Mr. Cowley's quarter-century anniversary March 13th, with Mrs. Cowley and her two sons "in the know," and "genial Joe" Palmer as arch conspirator. * * * *

The lights were low that night at 519 Camden Place. The Colonel, deciding to call it a day, had donned house jacket and slippers and was softly strumming the piano. At an upstairs window his 7½-year-old son, Hugh, posted as lookout, stood peering into the night, while down in the kitchen Mrs. Cowley and the maid were talking in mysterious signs and whispers.

Suddenly buzz, buzz, buzz went the door bell and tramp, tramp, tramp came the feet . . . as the staff rushed into the Cowley home and, surrounding their chief, sang "Happy birthday to you!"

Then followed a delightful evening of song, rug-cutting and impromptu entertainment with Johnny Moss as master of ceremonies, assisted by Lorne Falardeau and Joe Palmer. On the entertainment side Charlie Denyer presided at the lovely grand piano, Tommy Morgan rounded out for the dancing with his harmonica, while Bill Gould and Sgt. Ernie Fletcher (the latter back from overseas) contributed stories from a well-stocked repertoire.

Harry Greenwood Does Honours

Highlighting the evening was a presentation to Mr. Cowley from his staffs. Before asking Mr. Harry Greenwood to do the honours, Mr. Moss explained that this was the staff's first opportunity to officially welcome their chief home after his four and one-half years overseas with the forces. Mr. Moss also welcomed Sgt. Fletcher back to the fold and expressed the thanks of all present to their charming hostess, Mrs. Cowley, for her kindness, as well as to Mr. Palmer, organizing genius of the party. On making the presentation, Mr. Harry Greenwood, former assistant to and old friend of Mr. Cowley's, spoke of his many years of happy association with the department. He then presented the Colonel with a battered old steamer trunk labelled "1920-1945 - Happy Birthday to You." However, on raising the lid Mr. Cowley was delighted to find a 1945 model travelling case in precious rawhide. "Rawhide!" exclaimed our hero. "Nothing could have been lovelier!" Responding with typical Cowley conciseness, the Colonel covered a lot of ground in a few words.

"I take off my hat to you," said he, on congratulating Mr. Moss, Mr. Wilson and the staff for a job well done in his five years' absence, "despite the many problems that have also beset you at

JOE BLAIS CELEBRATES DOUBLE EVENT



Mr. Blais is seated in centre (holding lamp).

Two anniversaries in one were celebrated when on Friday, March 16th, members of 928 department, basement store, gathered at a breakfast party in the grill room to honour Mr. Joseph Blais, who had completed thirty years of service with Eaton's. Because of unforeseen circumstances, observance of Joe's quarter-century in 1940 had to be postponed, so the two happy events were merged into one.

Mr. Tom Carson presided. Pinch-hitting for Mr. Dunlop, who was out of town, Mr. Murray Tasker conveyed the chief's congratulations, and added on his own behalf the hope that "the sun would always be shining for Joe Blais."

Mr. A. D. MacDonell spoke of Joe's quiet, efficient way of working, and extended the Company's appreciation of a job well done. Mr. Carson also lauded Joe's co-operative spirit—"it had been a pleasure to work with him." On behalf of the staff he then presented Mr. Blais with a beautiful table lamp.

Responding, Monsieur Joe thanked the staff for their lovely gift as well as for the bouquet sent to Madame Blais. "It has been a real pleasure," said he, "to work for a great company like Eaton's."

* * * *

ELVA BELL HONOURED



Elva cuts the birthday cake.

"When the heart is full the lips are dumb; try as one will, the words won't come."

With these lines, Miss Elva Bell thanked her associates in the sales and expense offices for the gifts of an occasional chair beautifully upholstered in red damask and a lovely leather handbag, which were presented to her in honour of Miss Bell's quarter-century anniversary with the Company on March 15th. In the absence of Mr. Bruce Sutherland, head of department, the honours were done by Mr. Harry Craik. Mr. Craik expressed his appreciation of the coaching given him by Miss Bell when he first joined the staff, a kindness he could not forget. Miss Bell replied that many of her happiest years had been spent with the sales office. During the afternoon a brief pause was made in the daily round while Elva cut the big "birthday" cake. Yum! yum!

* * * *

Mr. and Mrs. Frank Cowley Party (Continued from Page Eighteen)

home!" He spoke of inflation and black markets in Europe, as against the wonderful job being done by Canadians in keeping things on an even keel. It was great to be back among friends, and he thanked the staff for their fine co-operation over the years.

A native of Birmingham, England, Mr. Cowley started with Eaton's in the mail order packing. Transferring to the sporting goods shortly after, in the years that followed he rose from salesman to supervisor. In the First World War he served overseas with the Fort Garry Horse. Enlisting in the present war, Mr. Cowley served in North Africa, Sicily and Italy as an assistant deputy paymaster with the rank of lieutenant-colonel. He returned home last November after four and one-half years overseas.

What's Going On Here?

Around the Store



BASEMENT STORE



Edith Roberts, section head, men's hosiery, was a St. Patrick's Day bride. The bridegroom has recently returned to Canada after five years overseas, some time in Italy. Mr. L. J. Lewis, first assistant, presented Edith with a coffee table and lamp on behalf of the staff.

Mary Pugh, of the stockroom (basement store), is now convalescing at home following an operation. Hope to see you soon, Mary!

Glad to learn that Marg Goatcher, section head, electricals (basement store), is back to work after suffering a throat ailment. Marg's brother, Robert, was recently awarded the Distinguished Flying Cross.

Mrs. V. Hildahl (nee Evelyn Johnston, basement lingerie) was an excited young woman about the middle of March. Her hubby graduated from the R.C.A.F. at Portage la Prairie, Manitoba.

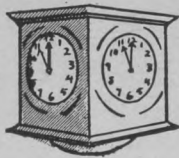
Would it be safe to mention the subject of bowling to a certain gentleman in the basement store who recently went around bragging about his prowess? We understand a number of twenty-five cent pieces changed hands regarding the bowling, with said gentleman on the losing end of the transaction!

A diamond appeared overnight on that important finger of Helen Guest, ration counter!



MAIN FLOOR

Two diamonds to report from the gloves and hosiery department this time—Audrey Jorgenson and Winona Hatch.



Audrey was guest of honour at a shower Tuesday evening, March 20th, at the home of Louise Mills, sister of Roy, the bridegroom-to-be. About thirty girls were present to give Audrey a six-piece china tea set, bath towels and various kitchen gadgets that a new bride will find quite handy.

Winona Hatch, of the men's socks counter, is flashing a beautiful diamond placed on that important finger by Trpr. Jack Marce, stationed at Camp Borden.

We are happy to report the steady recovery of Homer Britton, diamond counter. He is now able to go for short walks and is getting along nicely.

A famous bowling party was held early in March by the staff of the jewellery department. Very well attended, the "star" bowlers were Doris Swift and Harold Johnston. Prizes, eats and everything added to the enjoyment of the affair.

Men's furnishings gang had another roller skating "do." You could hear the bones creaking from here the next morning. The party ended up at Evelyn Johnston's for dancing and refreshments.

We regret to report that Connie Tascona, men's furnishings office, resigned the end of March because of ill-health. Drop around and see us, though, Connie!

On going to press we learn that Mrs. Wakefield, wife of W. J. Wakefield, head of department, notions, has been very ill. We hope to be able to report a favourable recovery in the near future.

Stationery Tallys? Ho-Ho! (A Magazine Plug)

Away from the ordinary "tally" routine, the book, stationery and lending library departments embarked on a sleighing expedition on Monday, March 5th. A large number of the staff were present (over forty—some under forty, too) and most were specially bound up in winter togs to brave the thrills of a good old-fashioned snow ride.

Proudly at the appointed hour two healthy teams (with sleighs attached) pranced up to the starting "Post." Most were there on "Time" and piled in—no matter how—and off we went.

The air was chill, the snow was deep—forming a soft cushion for the graceful "Contacts" of the "Mademoiselles" and "Esquires" as they alighted from the sleigh racks (a few decided to jump rather than fall unbusinesslike). There was plenty of "Power-plus" and "Life" just to "Look" at the "Screen Stars," some holding tight to their seats for fear of some unexpected upset, others spent the evening figuring out their destiny by "Astrology."

There were no "MacLeans" aboard, but the merry band of "Canadians All" had a "True Story" to relate of the "New World" they had just discovered, consisting of most of the north end back lanes and fields of snow.

There were several near "True Crimes," but on each occasion the prey managed to escape, although much "Sabotage" was prevalent.

Above the clatter of the hooves and the squealing of the runners over the bare pavement, you could not always distinguish familiar tunes in the "Song Parade," and the even tempo of the horse trot provided the "Down Beat." When not a song it was some appropriate remark being sung out to meet the existing situation.

All were finally accounted for, and off we journeyed to the home of Mr. and Mrs. J. Thom, Inkster Boulevard, where we were made very welcome and lost no time in learning how to make 'way with tasty hot dogs, etc, etc—and how to "Digest" them. Some fine exhibitions of modern jive were witnessed as well as many other more up-to-date dancing manoeuvres. A hearty vote of thanks was tendered the hosts and toward morning the meeting adjourned. That's all the "Newsweek" from 205.

* * *

SECOND FLOOR



Mary Allen, staples, is a convalescent following an appendectomy in March. Also Cecil Sinclair, who is now back to work following a recent illness.

Hilda Taylor, fancy goods, is the diamond representative from that corner this month. And a beautiful sparkler it is, too, we hear!

Mrs. Elsie Anderson, fancy goods office, received news that her husband has been wounded recently while on active service with the Lake Superior Regiment in Europe.

Well, folks, the women's shoes "event" was a success! Over 150 attended, taking part in the dancing, eating, etc. Among those present were three members of the department who are now with the R.C.A.F. and have returned to Canada after completing their operational tours. They are: P/O's Larry Matte, Tom Dooley and Jack Dunwoodie.

Jimmy Stirr, self-serve stockroom, has joined the army. A wallet was presented to him on the eve of his departure.



THIRD FLOOR



Once again the meat department had one of their grand outings held late in February at Sturgeon Creek Community Hall. During an exciting and busy evening of dancing—even prizes for spot danc-

ing—a certain gal with a stiff neck seemed to be in difficulty, but enjoyed herself in spite of it. And how about the chap who celebrated his birthday that night, even though he was a couple of days ahead of himself? Did he remember to celebrate on his real birthday? Thanks go to Walter Bissett and those on his committee for a grand evening. Let's have more like it.

By the way, Walter Bissett is now recuperating after a series of operations. Was the party too much for you, Walter?

We are happy to report the good news that the son of Mr. Black (of the sausage room) Sgt. Air Gunner Cecil Black, is now safely home from overseas. He arrived March 6th. Although not quite fully recovered from severe injuries, we heartily wish him all the very best for a complete return to health.

Mrs. M. Stoutenberg, meat department, has left for the East to visit her husband. He's a member of the crew on the hospital ship, "Letitia."

Lola ("Little Lulu") Murray is back to work after an enforced absence due to a head injury.

We've come to the conclusion that Charlie Flynn scatters a trail of bird seed from the hardware department to the employees' cafeteria. Otherwise why is it that all escaping canaries make a "bird"-line in that direction (which, by the way, Charlie always manages to chase and corner in that spot!)?

"I'm a Little Prairie Flower"

Why did Acting Corporal (without pay) F. Liminton go out to pluck daisies for the table instead of going on a certain route march at a certain military camp last summer?

* * *



FOURTH FLOOR



Well, gals, you may remove Bill Douglas, women's sportswear, from your list of eligible bachelors. Betty MacCarthur is the girl of his dreams.

* * *

FIFTH FLOOR

This week the portrait studio lost Jean Gordon, who is going to make her home in Vancouver. Her name before she was married was Parker, and she has worked in the studio for the last three years. Jean was the recipient of a gift from the department on Wednesday morning, February 21st, Mr. W. J. McKerchar doing the honours. Picture on facing page shows Mr. V. Weston, our genial photographer, offering his congratulations.





Vic Weston says good-bye to Jean Gordon

We are sorry to hear of the sudden illness of Evelyn Paul, restaurant bar. Here's hoping for a speedy recovery. Ev! We miss your smiling face, so hurry back.

Frank Harper, grill room products, is proudly displaying a toothsome sweetsome to the general public and her name is Rosalind Leslie Harper, 7 lbs. 9½ ozs., born February 28th.



Flo Davey, domestic science kitchen, received news that her husband had been seriously wounded in Germany. We are all hoping for the best, Flo.

Art Kolb, grill room staff, is recuperating nicely after an operation; also Gordon of the store room.

Birthdays galore! From March 5th to 13th no less than five birthdays in the restaurant bar were celebrated; it looked like Christmas! Jean Duncan, Dorothy Romans, Jean Lang, Ann Sokulsky and Jean Michaelis.

Irene Barr, of the domestic science, has recently become Mrs. West. Her new hubby has gone overseas.

Department 300, fifth floor, did it again! Miss B. Linton, section head of the cafeteria, raised \$50 in four weeks for the Milk for Britain Fund. Nice work!

* * *

SIXTH FLOOR

News From the Carpets and Linoleums



It was good news to hear that our department supervisor, Mr. H. Jephson, arrived home from Toronto the middle of March. Mr. Jephson was down East on his buying trip recently when suddenly he was whisked off to have an appendectomy in the Toronto General Hospital. Our thanks to Mr. H. McGee, Mr. B. E. Mercer and Mr. W. Grierson, of western office, Toronto, for looking after Mr. Jephson's interests.

In honour of Mr. Chris Simpson's thirty years with the store, the staff of the paint and wall-paper department presented Chris with a lovely pen.

We are happy to have George McMullin back on the job after his recent illness.

Twenty-Two

We were all pleased to see our sailor boy, P.O. H. Ticehurst, on February 15th, after an absence of two years. Harold has been serving on H.M.C.S. Prince Robert. He was on his way to Halifax to assume new duties there.

Vive La France!

Good news came on the wings of a postcard recently when Mr. Frank Carpenter, supervisor, homefurnishings, heard from Monsieur Jullien, of the Paris office. A "silent" partner since the occupation of France by the Germans, Monsieur Jullien writes:

"... At least I am able to communicate with you. I hope that you are all in perfect health. Please convey to all my kindest regards and heartiest greetings. I am in the army now—9th Cuirassiers."

Charlotte Black (nee Charlotte Breen), expense office, is en route to England to rejoin her husband, F/O Peter Black, R.A.F. Charlotte hopes to see Margaret Ridgeway, now in England with the Canadian Red Cross (formerly Margaret Sutherland, executive offices). Prior to her departure, Charlotte was guest of honour at a "do," held at the home of Shirley Gallagher. Hostesses were Isabelle Hanna, Phyllis Einarson, Muriel Baxter. A monogrammed compact and cosmetic set were presented to Charlotte on this occasion. "Something to remember her associates by!" Bon voyage, Charlotte.

Celebrity Concert Management Take Note!

We hear that Ronnie "Paderewski", Parker, first assistant (expense office), really "mowed 'em down" at that party for Charlotte Black. They didn't laugh when he sat down at the piano—they roared with approval!

Miss Margaret Allbutt

Her name is Marg Allbutt,
She's tall and she's dark,
And the ring on her finger
Is really no lark.

It's out of this world,
It's really superb,
And the man that has won her—
His name is Herb.

The expense office staff
Wish her happiness plus;
We mean it, too, Sharpie,
The whole darn lot of us.

Walter Chalcraft, cash register repairs, is still on the sick list. Hope he'll be back soon.

Glad to see Mr. L. E. Summers, head of cash and kindred departments, back to work after a bout with pneumonia.

Lillian Helland, of the city inspector's staff, is now Mrs. Peter Damsgaard. She said "I do" on February 21st. Linens, dear to the heart of every new bride, were presented to Lillian from the department on this happy occasion.

* * *



Sales Audit Office, Eighth Floor

Good luck and happiness to Lillian Chambers, engaged to Bert Dodd; and May Johnston, whose fiancé is First Class Stoker Brian Johnston, R.C.N.V.R.

General Office Bulletins

Glad to hear from George Hargreaves after such a long time. George is with an R.C.A.F. squadron in action overseas.

Sophie Mirus wears a happy smile and diamond these days. The lucky man is Walter Mokryski.

The gals of the general office had quite a party at Picardy Hall on Thursday, March 22nd, at 8.30. A number of airmen were guests and a good time was had by all — dancing, floor show and refreshments. The floor show entertainment was in the capable hands of Elaine McKay, songstress; Joyce Watson and Huntley Cameron, close harmony duet. All were accompanied on the piano by Raymond Wright. A high spot of the evening was the R.C.N.V.R. Junior Auxiliary Tap Line with accompanist Joan Pickard.

Time Marches On At Tease Manor

Timekeeper **Finlay Tease** must have felt happy as a bridegroom when on the evening of March 3rd friends around the store barged through the friendly portals of Tease manor and presented him with a lovely wall mirror. For good measure the Riverview Community Club added a coffee table. It was Mr. and Mrs. Tease's twenty-fifth wedding anniversary.

Playmates



Some time ago Valdine Melnyk, five and a half year old daughter of William Melnyk, customers' decorating, was badly burned as a result of a careless adult's bonfire. We are happy to report that Valdine is recovering her health. In the picture you see Valdine, on the left, and her chum, both smiling happily.

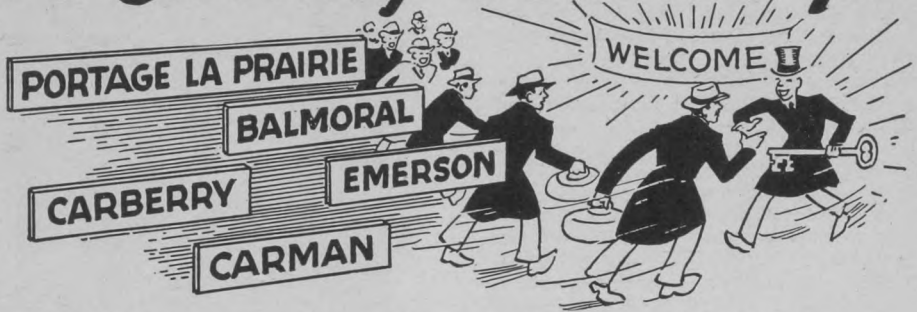
VITAL (Not Wartime) STATISTICS



Lorna Skinner, wartime statistical, recently left to become the bride of P/O Harold Brown, R.C.A.F. A shower was held in honour of the bride-to-be at the home of Betty Palmer, at which time a lamp was given to Lorna. Prior to leaving the department, Mr. R. H. Craik, first assistant, in the absence of Mr. B. Sutherland, head of department, presented Lorna with a gift of linens on behalf of the staff. Best wishes for happiness to the newly-weds.



"A-Curling We Will Go"



Neighbouring Townsmen Exchange Visits With Eaton Curlers

Curlers as a tribe are famous for their hospitality and as good will ambassadors where'er you find them! In the past few weeks Eaton curlers and rinks from several neighbouring Manitoba towns have exchanged visits, thereby renewing friendships made over the years.

Carman Plays Host

Voicing Carman's appreciation of Lady Eaton's attendance at the Carman Fair on July 1st as "a lovely gesture," Mr. J. Houston, of the Carman Curling Club, welcomed three Eaton rinks during their visit on February 17th. The Company's action in sending Eaton horses to the Fair, said Mr. Houston, also was deeply appreciated.

The visiting rinks were under the direction of George Allan and comprised curlers from the general audit, men's clothing and the mail order. Win, lose or draw was the perfect result, after which the Eaton boys were guests of the Carman club at supper.

Eatonians Attend Carberry 'Spiel

For the second season our curlers were represented at the Carberry bonspiel. The Eaton rinks were skipped by Arni Arnason, Finlay Tease, Bob Laidlaw and Mat Matthews. The boys all say they had a swell time, even though they did not uphold the reputation of Earl Ramsay's aggregation last year, who picked off a second prize in one of the competitions.

It was "old home" week for Mat Matthews, who renewed many acquaintances of bygone days when his family resided there some twenty-odd years ago.

The Carberry Curling Club is to be congratulated on its record entry of forty-five rinks, also the good fellowship and hospitality extended to all visitors.

To Len Murray, Alex Barron, Red Atkins, Chuck Bannister and many others of the home club our rinks say "many thanks for a good time!"

Greeting the Skips

At left centre—Eaton curlers' Vice-president Jack Thompson welcomes Mr. M. E. Peto, of Emerson.

At right centre—Skip C. Shipley, of Balmoral, is being greeted by President Johnny Johnston.

At extreme right is Jim Bloomer, several times Eaton curling ace, now retired, and beside him Bill McKnight, of Dominion championship fame.

Action Shots—left to right—Skip Peto, of Emerson, draws to the button; Skip Geoff. Long, Emerson, smiles and shoots. Angus McQuarrie, Balmoral, a youngster of 76 winters, also adept at horseshoe pitching; F/L Ronald McGarva, Balmoral, who developed a keen eye for the target bombing in India.



Balmoral and Emerson Welcomed

Returning the hospitality of out-of-town curling friends, the Eaton Curling Club was host to three rinks from Balmoral and two from Emerson on Saturday evening, March 3rd, at the Civic-Caledonian rink. After ten ends of spirited curling in which the visitors expressed keen enjoyment of the smooth ice conditions in Winnipeg, dinner and a social evening followed in the clubrooms.

The Balmoral rinks were skipped by Charles Shipley, J. Simpson and W. McKnight, while M. E. Peto and Geoff Long led the Emerson aggregation.

The visitors were welcomed by President Johnny Johnston, of the Eaton club, assisted by Jack Thompson, vice-president; Bob McCormack, Alex. Stewart and Bill McKnight—the latter of dominion championship fame, when he played second for Ab. Gowanlock in '38. Highlighting the Balmoral rinks were Flt./Lieut. Ronald McGarva, back after 150 operational flights in England and India—and Angus McQuarrie, a veteran of seventy-six winters, who attributes his curling skill to many years of horseshoe pitching. "It helps in the weight," said he.

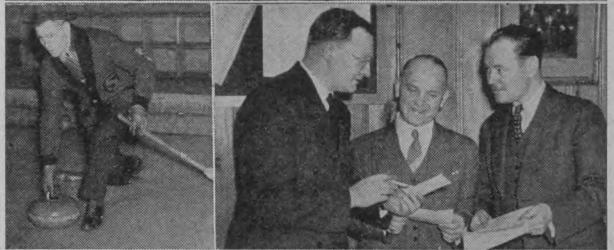


Pilgrimage To Portage

It was March 5th and a sparkling evening! Starry skies; crisp, clear cold, keen ice, three rinks of good fellows from Eaton's, and Portage extending its famous hospitality! The visitors were headed by President and skip Johnny Johnston. President Wishart, of the Portage club, welcomed them at the fine old rink, whose walls were lined with quaint framed pictures of curling champs of yesteryear. Some dated back to the early eighties and the champs wore handlebar moustaches, choker collars and derbies.

After two hours of spirited curling, the Eatonians were guests at supper in the Olympic Cafe. Here Skip Clarke as master of ceremonies made an eloquent address of welcome on behalf of the Portage Club. President Johnston and several Eaton men responded.

Finally, a word of thanks to Mr. Ioanidis, the Olympic Cafe proprietor, and his charming sister for their generous hospitality.



Keep This Date Open!

EATON CURLERS' ANNUAL WIND-UP

Tuesday, April 3rd
Civic-Caledonian Club

Top—Three rinks came in from Balmoral, headed by Skips Chas. Shipley, J. Simpson and B. McKnight. Starring for these Scotsmen were a spry youngster of 76 winters and a flight lieutenant back from active service in India.

Centre—Bill McKnight (men's clothing) who played second for Ab Gowanlock's rink, Dominion champions of 1938.

President Johnny Johnston, Vice-president Jack Thompson and executive member Bob McCormick discuss the programme.

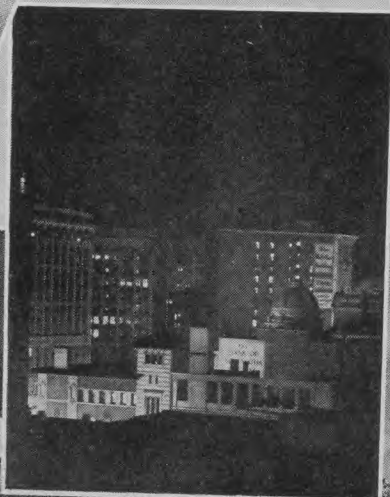
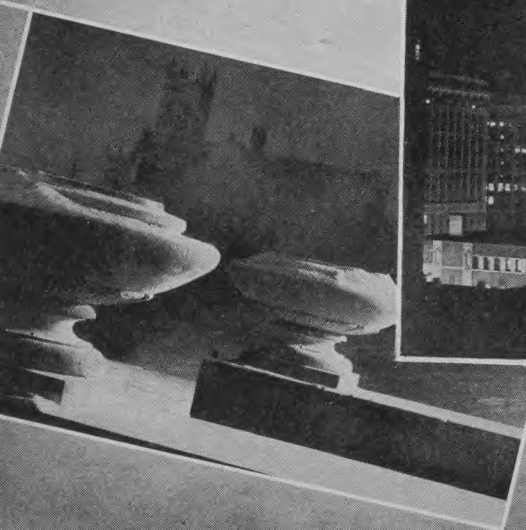
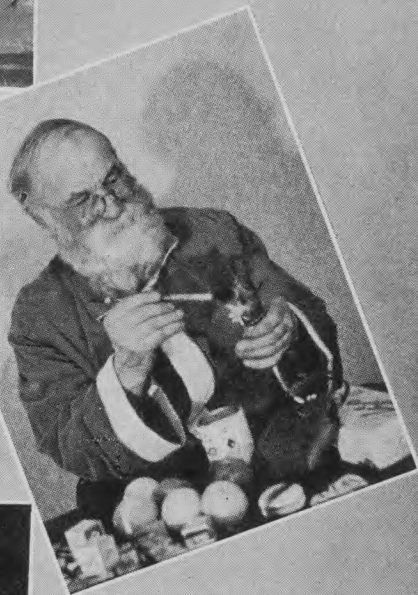
Lower—Two rinks from Emerson with Skips M. Peto and Geoff Long were headed by President McLean, who brought greetings from his club.



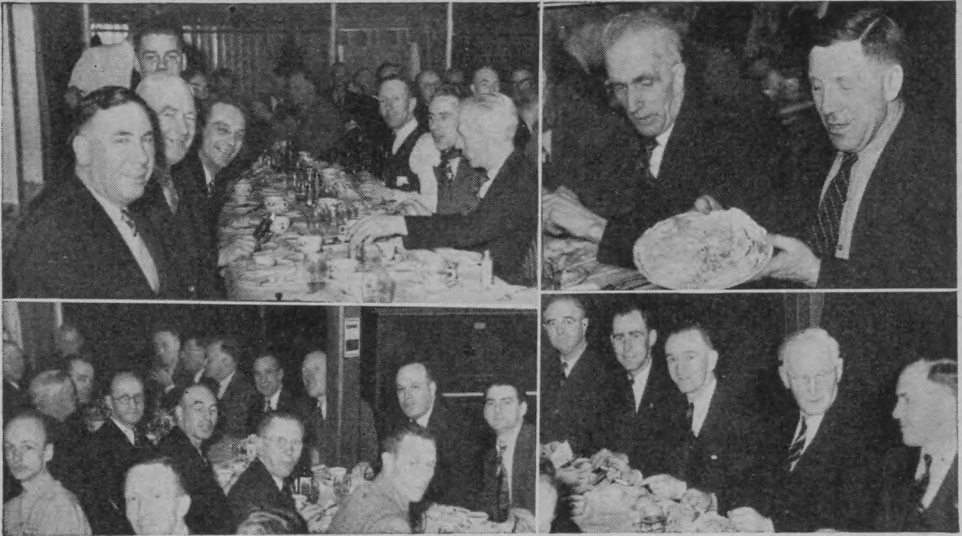


**Prize-
Winning
Pictures**

•
**Eaton
Camera Club**



(For Description of Pictures See Facing Page)



PAINTERS AND CARPENTERS WIND UP CURLING WITH BANQUET

No need to say a good time was had by all—just look at those happy faces! The pictures were snapped at a banquet to mark the painters' and carpenters' curling wind-up held at the St. Vital Curling Club on Thursday, March 15th. Mr. C. S. Blenkhorn, head of department, carpenters, was the able chairman for the evening's festivities (and also runner-up for the famous curling cup, we hear). Upper right picture shows Sammy Critchley about to wade into a second helping, with Jimmy Jenkins wondering where on earth Sammy's going to put it! Lower right is the head table, at which you see three guests from outside the store, along with Jack W. Morrison, head of department, painters (winner of the cup for the first time), and C. S. Blenkhorn.

A rollicking sing-song added to the fun and enjoyment of the evening.

Eaton Camera Club

One of the most interesting meetings of the season was held at the Antique Tea Rooms in March. At this time P/O W. Carrick displayed 800 feet of coloured films on Canadian bird life. He showed a number of "still" pictures also. As P/O Carrick is a naturalist, he was well qualified to comment on the various species of birds shown in the film, thus making the evening a complete success. Prize-winning pictures on facing page are identified as follows:

Top row—"Supply Line," A. Hewish; "Jasper Park," A. P. Savage; "St. John's Cathedral," D. Shores.

Centre row—"Canine Study," A. P. Savage; "Santa Claus' Workshop," P. F. Morgan.

Bottom Row—"Stone Urns," D. Shores; "Night Scene," A. Hewish; "In Port," P. F. Morgan.

"Deferred" Payment

The evening of one-act plays had drawn to a close in the Sunday school auditorium, and the minister rose to congratulate the casts. "I am sure," said he, "that we have all greatly enjoyed the efforts of these talented young people," etc., etc. . . . "The committee have asked me to say that on checking the receipts they are short one admission ticket . . . someone has handed in an Eaton budget plan card by mistake."

PRINTING PLANT

Overseas Mail To John Foster

Len Reed, on board the Swansea, Halifax: "We have been having pretty good weather here, although it is snowing today. I went to church last Sunday. Quite a few of the boys go each Sunday. I am on duty today, so will have to stay on board. Thank the boys and girls for the parcel."



Jack Gross: "The mail was pretty good to me yesterday, for I received fourteen letters, a parcel and some cigarettes. Not bad, eh? Received your letter, also one from Pete and Mrs. Rutherford. I was sorry to hear of the death of Walter Mitchell, for I really liked him and enjoyed receiving his letters. I have just returned from a seven-days' leave which I spent in Rome. Had a good time."

Doug Thrush: "Have been to England on leave. I was one of the lucky ones in our outfit to go first. We are now in Germany. It isn't too bad here, but is tough not being able to speak to the people. We have some civilians working for us and they sure don't look like a 'super' race. Had a good time on my leave. Spent most of the time in London but went to Bristol to visit my relatives. While in London I was able to get in touch with my brother-in-law who is stationed there."

(Continued on Page Thirty-One)



Cheers for Ann Pearse and Co.!

Win Florence Wilson Trophy for 1944-1945 Curling Season

Leave it to the gals to not be caught napping. Unlike the men, they were fortunate in completing their schedule before the weatherman turned on the heat and the ice into slush.

Play for the Florence Wilson Trophy was keen, with Mrs. Ann Pearse and her rink winning out without the loss of a game.

The Eaton Women's Curling Club annual wind-up and presentation of prizes will take place on Wednesday, April 11th, at the Marlborough Hotel. Remember the date, girls, and everybody out!

MEET THE CHAMPS!

Top—Skip Ann Pearse (drivers), Ada Dobson, third (122 department).

Seated—Rhoda Kirkpatrick, second (wages); Edna Duncan, lead (lingerie).

BOWLERS' BIG NIGHT!

One of the most eagerly awaited events on our staff calendar will be here soon. The annual banquet and dance of the Eaton Mixed Five-Pin Bowling League will be held around the end of April at the Royal Alexandra Hotel at 6.30 p.m. Don't forget to bring your friends to the dance. Date to be announced in time offices.

DOWN THE ALLEY

League 1—February 20th—Girls: L. Bennett, 736; R. Taylor, 644; M. McKay, 620; M. McIvor, 616; E. McGowan, 608. Men: W. Liver, 731; J. Scott, 724; J. Carnegie, 651; P. Fellows, 649. No sweeps.

February 27th—Girls: M. Binnie, 703; L. Jeffreys, 627; G. Thomson, 615; M. McIvor, 604. Men: S. Gerrard, 698; G. Johnson, 664; J. Scott, 650; W. Stewart, 625; W. Adams, 619. Sweeps—Jewels, Strollers.

March 6th—Girls: J. Randall, 759; R. Taylor, 723; S. Brickman, 662; M. Binnie, 659; J. Jeffreys, 655. Men: G. Bennett, 730; J. Merrett, 721; B. Collins, 669; J. Carnegie, 644; W. Stewart, 626.

March 13th—Girls: E. McGowan, 787; S. Brickman, 713; M. Montford, 658; E. Bower, 638; M. Binnie, 634. Men: J. Scott, 766; G. Gerrard, 734; W. Stewart, 695; W. Liver, 693; P. Fellows, 673. Sweeps—Capitols, Set-Ups.

League 2—February 20th—Girls: A. Anderson, 607; R. Bardal, 608; G. Morris, 704. Men: J. Collett, 621; W. Mills, 741; J. Day, 706; W. Adams, 650. No sweeps.

February 27th—Girls: A. Kruger, 651; J. Lawton, 809; G. Morris, 718; D. Hynes, 670; N. Graham, 658. Men: J. Day, 706; J. Kellas, 683; Geo. Johnson, 673; W. Mills, 646; J. Collett, 644. Sweeps—Progressors.

March 6th—Girls: E. Bower, 609; J. McGurk, 640; J. Lewis, 651; H. Giroux, 642. Men: A. Tisdale, 664; A. Topp, 658; Geo. Johnson, 604; W. Curry, 684. Sweeps—Troopers, Scotties.

League 3—February 20th—Girls: E. Cooper, 675; Wood, 579; J. Munsie, 579. Men: Sigvaldson, 747 (312), Wood, 718 (317), Douglas, 708; Adams, 685. Sweeps—Hep Cats, Alley Cats, G.O. Joes.

February 27th—Girls: Staunton, 666; French, 589; Slarick, 586. Men: Johnson, 705; Sigvaldson, 674; Black, 650; Locke, 641. No sweeps.

March 6th—Girls: McDowell, 648; Cooper, 587; Talbot, 581. Men: E. Sigvaldson, 748; W. Adams, 656; Munsie, 656. Sweeps—Jerks, Telacos, Hep Cats.

March 13th—Girls: P. Dayton, 737; Beaton, 619; Cooper, 611; Talbot, 608. Men: Sigvaldson, 641; Bewick, 622. Sweeps—Jerks, Telacos.

League 4—February 20th—Girls: D. Trute, 601; N. Sigvaldson, 637; E. Frenzel, 603; E. McDougall, 676 (357), E. Mitchell, 594. Men: K. Chalmers, 631; M. Smith, 637. Sweeps—Eagles, Nationals.

February 27th—Girls: D. Trute, 663; M. Kurz, 643; E. Mitchell, 628; N. Sigvaldson, 589. Men: G. Laughton, 687; M. Egan, 620; J. Pilkington, 711; D. McColl, 591. No sweeps.

March 6th—B. Kolsun, 656; E. Mitchell, 638; E. Chatten, 616. Men: M. R. Smith, 720; E. Green, 676; W. Wiggin, 631; H. Shimmer, 604. Sweeps—Eagles.

March 13th—Girls: E. Mitchell, 714; L. Lentle, 671; A. Harpur, 657. Men: M. R. Smith, 624; T. Odell, 611; E. Laughton, 653.

League 5—February 20th—Girls: E. Bishop, 529; M. Brady, 516; J. Hawksworth, 512. Men: E. Westman, 566; R. McQuarrie, 541; F. Marsden, 511. Sweeps—Discards.

February 27th—Girls: W. Leach, 650; D. Swift, 546; D. Zerick, 516. Men: O. Robinson, 708; E. Westman, 609; N. Henry, 597. Sweeps—Raiders.

March 6th—Girls: A. Legree, 531; M. Brady, 512; M. Black, 502. Men: O. Robinson, 701; F. Marsden, 676; R. McQuarrie, 677. Sweeps—Tryhards.

March 13th—Girls: L. Mavans, 583; D. Zenich, 578; J. Hawksworth, 559. Men: R. McQuarrie, 617; O. Robinson, 578; H. Johnston, 529. No sweeps.

League 6—March 13th—W. Evans, 547; J. Kerr, 515; E. Caven, 643.

The final play-off will be held at the Bowldrome on April 17th at 9 p.m. sharp. Please be on time.

Volunteers are still needed to act as scorekeepers for the play-offs on April 17th.

—Norman Henry.



Front Row, left to right—Mesdames S. Taggart, W. Scott, H. Elsworth, A. Tempest, S. Smith and H. Steen.
 Centre Row, left to right—Mesdames H. Campbell, W. McKnight, A. Brown, H. Purton, J. Barbour, J. Lindsay, M. Browne and J. Tulloch.
 Back Row, left to right—Mesdames A. Buchanan, E. Wain, J. Marchant, R. MacKenzie, R. Love, R. George and C. Anderson.

"The Nearest Friends Are The Auldest Friends"

"Old books, old wine, old Nankin blue—
 All things, in short, to which belong
 The charm, the grace that Time makes strong—
 All these I prize, but (entre nous)
 Old friends are best!"

—Dabson

These lines could well express the feelings of the X.W.O. Club members (short for ex. wages office). Most of the club members are girls who were formerly on the wages office staff under Mr. Arthur E. Scott, the others are present members of the staff. The club was organized March 1st, 1939, and its purpose is an annual dinner and social evening to reminisce over old times. Since Mr. Scott has retired to live in Toronto, he has never failed to keep in touch with the club, and on occasion sends a letter of greeting. In the letter is a monetary remembrance to provide a treat "for his Winnipeg girls." The girls, in turn, wire felicitations to Mr. and Mrs. Scott.

This year the X.W.O. Club met at the Marlborough Hotel and during the course of the evening had a group picture taken. A few members are missing from the photograph. Although all reside in Winnipeg, this annual gathering is often the only time during the year that the gals get the chance of a good old "gabfest"!

COMING EVENTS

April 3rd—Curlers' annual wind-up, Civic-Caledonian Rink.

April 11th—Annual wind-up of Eaton's Women's Curling Club, Marlborough Hotel.

Bowlers' annual banquet and dance will be held at Royal Alexandra Hotel around end of April. Proceeds in aid of Eaton Red Cross group and Penny-a-Week Cigarette Fund. **Date to be announced in time offices.**

Decorated

Flt./Lieut. R. B. Gray, R.C.A.F., who was recently awarded the George Cross, is the son-in-law of Mr. S. Burns, receiving room.

Missing

We regret to learn that two brothers of Pie. Cecil Baird, Canadian Airborne troops, now in England, and a member of our receiving room staff, are now missing. They are **Flt./Sgt. Gordon Baird**, formerly 118 department, and **W.O.2 Nelson Baird** (Winnipeg Electric Company).

Congratulations to **Ronnie Knowles** and **Jack Brownrigg**, winners of the Guards' Association curling trophy.

“Easter Bunnies”



(For Description of Pictures See Facing Page)

"Easter Bunnies"

(Description of Pictures on Facing Page)

Top Row—**Gary Thrush**, two years old on April 13th, son of Douglas Thrush, printing plant. Serious business, eh? **Judy Coleman**, eighteen months. **Bruce Wimble**, four years of age. His daddy's Leonard Wimble, first assistant, printing.

Second Row—**Sheila Thrush**, three and a half years, sister of Gary. Their daddy is at present in Germany with the Medical Corps. **Kathleen Wimble**, two years, sister of Bruce Wimble. She's catching the birdie on the camera!

Third Row—**Linda Robertson**, born December 14th. Glamour-girl daughter of Mr. and Mrs. Bob Robertson (head of department, jewellery). **Dianne Ferrier**, age six months. Her dad's Alex Ferrier, her granddad is William Ferrier of the printing plant, and her great-granddad is George Ballingall, also of department 1745. **Kenneth Leonard Paige**, thirteen months. Baby Kenneth is the son of Cyril Paige, formerly of the hardware and now with T.C.A. His grandpa is Walter Paige of the printing composing room, who helps to get "Contacts" to you readers every month!

Fourth Row—**Murray Sutherland**, five years, handsome son of Ken Sutherland, first assistant, mail order women's shoes, recently returned from active service in the army. "Mummy" was Jessie Murray, of the Calgary store. **Sharen Anderson**, eighteen months. What a break for Santa Claus, or is she waiting for the Easter bunny? Her daddy is J. T. Anderson, of the engineers.

Fifth Row—**Catherine Heiland**, two and a half years, winsome daughter of Mr. Peter Heiland, printing plant. Mrs. Heiland was Ann Davidson, also of the printing plant. **David Sutherland**, he'll be two years old in May. A sturdy lad, eh? You met his brother, Murray (above). Just another reason why Ken Sutherland is proud of his two boys!

PRINTING PLANT

(Continued from Page Twenty-Seven)

The girls of the department met at the home of Miss Kay Watters and Miss Margaret McBeth, Victor Street, in honour of Miss Hazel Diner, who is going overseas with the St. John Ambulance. Miss Diner was presented with a leather writing case.

Mrs. Leah Ward was entertained at lunch at the Homestead on the occasion of her retirement after twenty-five years of service. She was presented with an eiderdown and bed throw by the boys and girls of the department.

The girls entertained at the home of Miss May Adderley for Miss Marion Little, who is leaving us to be married, March 31st. She was presented with a table lamp. Among the guests were two ex-members of the department, Mrs. Sallie Hook and Mrs. Freda Post.

—M. Hoffman.

Rastus (throwing down four aces)—"There, guess I win this ol' pot, all right."

Sambo (angrily)—"You play this game honest, boy; play it honest! I know what cards I dealt you!" —"Bi-weekly," Hamilton.

PLAY BALL!

Eaton Softball League Opens

The annual meeting and election of officers for the new season of 1945 will be held in the Antique Tea Rooms on Monday, April 16th, at 7.45 p.m.

This is your one big chance of the year to select those you want to run your league, also to pick out your coaches, umpires, etc. You players should know what you want, and here is your chance to get it.

Have your team meetings beforehand and select three members (one as an alternate) who will be sure to attend the annual meeting. New players will be warmly welcomed, and if unattached to any teams, here is a list of last year's coaches with whom you may get in touch: Mr. Geo. Allan, president, mail order time office; Mr. Frank Heath (Pats), department 140A; Mr. Frank Anderton (Aces), department 74; Mr. Norman Bodney (Imps), department 147; Mr. Frank Porteous (Dominoes), department 46; Mr. Jack Course (Royals), department 113; Mr. L. Smallwood (Diamonds), department 272B; Miss Betty Thompson (Rangers), department 117; Mr. Melnyk (Elites), drivers.

Our social committee under the capable leadership of Dot Chambers has again been busy this winter, and to one of the Imp players—Rose Cartie—I am indebted for the following account of a swell evening.

See you at the annual meeting.

Wm. N. Clay.

"Take Me Out to the Ball Game"

The members of the girls' softball teams have not hibernated for the winter months but came back into the limelight again late in February—the occasion, a tally-ho, held at Silver Heights. After plenty of snow-riots and sleigh rides all were ready and willing to return to the clubrooms for refreshments. There the remainder of the evening was spent in dancing and gathering around the fireplace for a grand sing-song, the theme song of the evening being "Take Me Out to the Ball Game." The spot dances and jitterbug contest also proved to be very amusing.

All too soon came the time for parting, but all looked forward to another gathering. Just a note now to any new members who might be interested in playing ball with us this summer. We extend a hearty welcome to you and shall be pleased to have you with us.

—Rose Cartie.

Prince Albert Reporting

Hats off to **Sgt. Benny Blackman** (PNC 270) and Mrs. Phoebe Blackman on the arrival of a husky little youngster all of eight pounds. The little fellow will be named Douglas, and maybe it is a compliment to the famous South Pacific general. Anyway it's excellent news and Benny is justifiably proud. Many friends of both Benny and Phoebe in Winnipeg 270 department will be keenly interested in this news. Both B. J. and his wife spent many happy days with this Winnipeg department. Mr. and Mrs. Blackman are at present resident in Saskatoon, where Benny is a sergeant with the R.C.A.F.

FIFTH ANNIVERSARY

"Five-Year Plan" of Penny-a-Week Club
at 7,000,000 Mark!



A recent report shows a total of \$22,325.00 collected and 6,697,500 badly needed cigarettes sent to our boys since Mary Cameron founded the club five years ago.

A round-by-round report showing each floor's contributions is as follows:

	STORE					
	1940	1941	1942	1943	1944	Total
	\$	\$	\$	\$	\$	\$
Basement	82	195	339	440	693	1,749
1st Floor	275	417	433	535	625	2,285
2nd Floor	101	190	330	413	334	1,368
3rd Floor	158	226	222	244	161	1,011
4th Floor	120	225	287	370	368	1,370
5th Floor	150	265	400	349	402	1,566
6th Floor	125	143	111	223	190	792
7th Floor	174	287	312	330	343	1,446
8th Floor	88	159	122	108	143	620
1745.....	18	76	155	204	207	660
1767.....	6	44	52	62	45	209
132.....	28	29	34	44	27	162
142 & 1047	76	182	229	289	377	1,153
Gen. Office	44	30	96	44	214
133 & 155	8	7	15
Total	1,401	2,482	3,056	3,715	3,966	14,620

	MAIL ORDER					
Floors	1940	1941	1942	1943	1944	Total
	\$	\$	\$	\$	\$	\$
1, 2, 3.....	41	102	167	135	150	595
4.....	68	171	274	237	255	1,005
5.....	23	31	43	61	84	242
6.....	36	99	121	112	66	434
7.....	57	114	123	169	264	727
8.....	314	511	817	875	981	3,498
9.....	151	284	178	176	202	991
36 M.O.....	7	24	33	32	96
32 M.O.....	2	26	11	13	52
224 W.R....	20	37	57
61 M.O.....	8	8
Total	697	1,338	1,782	1,828	2,060	7,705
Total store and mail order.....	\$22,325.00					
Total cigarettes.....	6,697,500					

A rousing cheer for all the secretaries—you've done a grand job! Stacks of letters prove the inestimable value of pennies you never miss. "Keep those Canadian cigarettes coming!" is the cry from all battlefronts! And it's the least we can do!

A Message From Mary R. Cameron, Founder of the Penny-a-Week Club

March 11th, 1945, is the **Fifth Anniversary** of the forming of the Penny-a-Week Club.

The Penny-a-Week Club started from scratch, but soon the idea caught on—and now, five years later, we have collected the sum of \$22,325, and have shipped almost seven million cigarettes—this, without charging one cent for expenses. Those wonderful people, the twenty-one secretaries of the club, have shouldered all expenses, and during those long five years not one week has passed without cigarettes being sent overseas.

Actually, these cartons of cigarettes have inscribed the Eaton employee names in every country in Europe, Asia, in fact, all over the world. The sending of these cartons of cigarettes overseas has been an important force in keeping up the morale of our troops. This, of course, entails future obligation on our part—it means there is a tremendous task ahead.

The task of rebuilding the world, re-fashioning it to a more humanitarian way of life. In this direction the Penny-a-Week Clubs have made a head start. They have established personal contact with thousands and thousands of men and women overseas; have shown by their service and devotion to them that they sincerely appreciate the magnificent job our men and women have rendered to us, to Canada and to the whole world.

To these men and women, whom the clubs have served for the past five years, our sincere wish is that soon, very soon, you will march victoriously through the streets of Berlin and Tokyo.

When you return to Canada, advise the Penny-a-Week Club of your arrival. You will find those famous twenty-one secretaries glad to welcome you. If you are one of our hospitalized heroes we will be doubly glad to hear from you.



My dear Mom:

Winnipeg, March 20th, 1945.

Yesterday I had to take a message to the photographic developing department, which is on the same floor as the exchange department where I work. While waiting I asked a few questions. I was surprised to find there are thirty or forty people busy developing films, printing, enlarging, copying, reproducing and colouring photographs by hand. Thousands of pictures have been mailed overseas to our troops—a photograph or snapshot from home is just as eagerly looked for as a letter. I mentioned I might have a picture taken and they advised me not to get "dressed up" for the occasion—nor to change my hair-do, nor wear a fussy dress. They also said children shouldn't be told they are going to have their picture taken, but take them into the photographic studio on the fifth floor of Eaton's store as though it was just another place to shop. Some children are as frightened about having a picture taken as they are of going to a doctor's office for an inoculation. I wish, Mom, the next time you come to Winnipeg you'd plan to have your picture taken as I would love to have one for my room.

Eaton's have a suggestion box conveniently situated in the mail order and the store. It offers you an opportunity to present anonymously any idea you may develop of your own accord. Every employee is encouraged to submit criticisms, complaints and ideas to better customer service—improve the catalogue—reduce costs of operation—prevent waste—simplify a job—or improve working conditions. You have to discover and analyze the problems yourself—you develop your suggested solutions in your own time all by yourself, therefore you receive a suggestion cash award if your suggestion is adopted.

I think I told you that Jack had been posted to Brandon about a month ago—he expects to be going overseas before long. He was in Winnipeg last week-end and we had dinner together Saturday night and went to see "Meet Me in St. Louis," which was very good. Sunday night one of the girls invited us to her home for supper and then we all went to church. I want to tell you, Mom, that Jack wants me to become engaged to him before he goes overseas. I have been wondering what you and Dad would think and would like your advice about it. It seems to me that nineteen is a little too young to make up my mind about something that is for a lifetime.

I am still working one night a week at the Services Centre. It celebrated its second anniversary on March 5th. Had a special party—birthday cake with two candles, etc. Workers who had given their services for two years each received a service pin in the shape of a maple leaf. Since the Services Centre started two years ago over two million boys and girls in the armed forces have used the facilities of the Centre—and almost a million and a half have been served at the Services Centre. Isn't that wonderful, Mom?

Must write to sister now—her letter was sweet. Love to you all.

Lovingly your daughter, MARY JANE.

A "Jenny Wren" Writes From England

L/Wren Jenny I. Whitehead, W-2567,

C.N.M.A. (Staff), c/o C.F.M.A., Great Britain.

February 15th, 1945.

To the Boys and Girls of the Western Stores:

I was ever so surprised and pleased to receive your lovely Christmas parcel a few days ago. It has done some travelling before it caught up with me, but everything was in good condition, and I should like to thank you all for such great kindness. Everything in the box is so useful and appreciated that it is with grateful thanks that I acknowledge such a grand gift.

I regret that I had not informed the wages office of all my moves since I have been in the Wrens, and had I not been so neglectful at writing, the parcel would have arrived much sooner than it did. I have been serving in London for a year now and like my work here very much. England is truly a lovely country, and I consider myself extremely fortunate in having been chosen to serve here—there is so much to do and see that one hasn't much time to become bored.

I missed not being able to drop in to visit all my friends this Christmas, but hope that by the time the next one rolls around we will all be home for good!

Though my greetings are a little late, I should like to extend sincere best wishes to all the boys and girls of the western stores for 1945, and again thank you very much.

Sincerely yours, JENNY WHITEHEAD.



"You're the cream in my coffee"—and a new place to have it, too. This scene is the new sixth floor coffee bar in the mail order. Hand-painted murals, too, folks! Our painters and carpenters are certainly versatile.

By W. Simpson and R. Einarson



Congratulations to R. Halliday, O. Freeman, J. Barbour and C. Turner on completion of twenty-five years' service in 122 department. All four started on the same day, March 29th, 1920, and if any department in either store or mail order can top this, let's hear from you. More about them in May "Contacts."

Congratulations also to Syd Lentle, who, although overseas at present, completed his quarter century as an employee of the Company on March 13th, 1945.

Congratulations to J. Lang, who celebrated his thirty years of service with department 122 on March 23rd.

Our deepest sympathy is extended to Mr. Eric Sandberg in his recent bereavement, the loss of his mother, on February 25th.

Our heartfelt sympathy goes out to Miss Olive Thompson, 122 department, whose brother was killed on active service on February 18th.

Our deepest sympathy is extended to Miss Marian Brady, 113 department, in her recent bereavement, the loss of her sister.

Pte. Casey Trojanoski, brother of Helen Trojanoski, has been reported missing. Helen's associates and many friends join her in hoping for news of his safety in the near future.

* * *

By Miss E. McHugh and Mr. E. Holmes



Miss R. Snarr was the lucky winner of a prize registered Hereford bull ("Onward," No. 167643, born February, 1944), won at the Morris agricultural dance held Saturday, March 17th. Congratulations!

We extend our sincerest sympathy to Miss H. Senuik in the recent loss of her mother.

Thirty-Four

Seen and Heard in the Mail Order



We were pleased to see Wren E. Peterson, who called in while on leave from Halifax. Elsie was with this department for three years before enlisting in 1944. A lover of sports, she played a great part as pitcher of the Elite baseball team.

* * *

By E. Lane and V. Baillie

Congratulations to Herbert G. Hallett, of department 32, on the completion of his twenty-five years with the Company. Bert seems quite pleased with the smoking stand and cigarette case presented to him by the department with wishes of many years of good health and happiness. Mr. Hallett was also the recipient of a lovely pen and pencil set from his former friends in departments 10 and 11.

* * *

By Miss B. Dixon and Mr. R. J. Wood

Although we were sorry to see you leave the drug department, Bill Adams, we are nevertheless pleased to hear of your new opportunity, and wish for you every success in your new position.

* * *

By R. Chatfield, E. Bowen and C. Dewar

We are happy to announce the excited look on Mr. Piper, of department W9, as he has just received word that his eldest son, serving in the Canadian navy, has been promoted and given full command of the frigate Fort Erie. Best of luck, Ernie!

Another diamond has made its way into department 44. Marie Cymbalisty is now wearing a ring on that important finger. Pte. Pete Benzeloock, Canadian army (I.N.F.), is the lucky man. Best wishes for your future happiness!

The coat department staff (44) held a social evening on February 16th in the form of a hike. After hiking and sliding down the banks of the Red River, the gang returned to the home of Mr. Dave Oliphant, 146 Pinedale Avenue, for a grand feed and lots of good music and dancing. A most enjoyable evening was spent by all, even though there were lots of aches and pains next day.



"A cup of coffee, a sandwich, and you!"—such could be the theme song of this picture. But, my dears, no men! What's the matter, boys—afraid of being conspicuous? Greatly enlarged, this coffee counter is 72 feet long with a capacity for 150 persons. Fourteen waitresses are in attendance, guided by Miss M. Kelly and Miss Ann Longmuir.

Mr. Johnnie Johnston joined the Quarter-Century Club on March 13th. On behalf of the staff and management of departments 10, 11 and 46, Mr. Barnsdale presented Johnnie with a beautiful case of flatware. Good luck, Johnnie, is our sincere wish for the years ahead.

The staff and management of departments 10, 11 and 46 wish to express their sincere sympathy to Helen Chaput, whose father passed away March 4th.

Leading Wren Jennie Bjerke visited old friends in departments 10, 11 and 46 while in Winnipeg on leave. Jennie is stationed at Prince Rupert.



By Misses M. Ewing, M. Smyth, M. Thompson, D. Couch, D. Slack, D. Balsdon and R. Soutter



Department 116 has fairly been dazzled by diamonds this last month or two. Three lucky gals on stamping, Anita Loiselle (our apologies, Anita, for not mentioning it before) and on the same day June England and Anne Krahn. Two addressers,

Dolores Jeffries and Charlotte Prefontaine, and on sorting, Ethel Anderson. Lovely rings all, girls, and good luck and smooth sailing to all of you.

A shower was held by Dorothy Bradfield, Alice Manning and Margaret de Denus at the home of the latter, in honour of Ethel Anderson. The bride-elect was presented with a lovely chenille bedspread, pillows, sheets and pillow cases. The evening was spent in singing and dancing.

Our deepest sympathy is extended to Winnie Milne in the sudden loss of her father, and to Margaret Morgan in the loss of her mother.

Ethel Anderson became the bride of P/O James Vine (116 department) on March 10th at St. John's United Church. On leaving the department Ethel received a beautiful pair of rainbow blankets and bath towels. Best of everything, Ethel and Jimmy!

A most enjoyable evening was held on Friday, February 23rd, at Sturgeon Creek Community Hall, when our three departments staged a hike. The evening was spent in dancing and playing games. Here's looking forward to another get-together real soon.

Miss Elizabeth Crawford celebrated her thirtieth year with the Company on Thursday, March 15th. She was the recipient of many lovely gifts from her friends.

Department 159 held a St. Patrick's party on Friday at Alice Jack's home. The girls took some pictures, so how about letting us see them? After a hearty lunch the rest of the evening was spent in dancing.

Department 161

We are glad to welcome back to work again Lorraine Stephen and hope she is feeling much better. Merla Strong is among us again after a short illness. We missed her!

"It never rains but it pours" is certainly a true saying for our department. On the receipt of a telegram Lil More packed her bag and left in a hurry for Halifax, where she is being married to Eddie St. Jean.

Dorothy Bannister is being married to Lieut. Wesley Basler on March 31st.

Betty Henders is also being married on March 31st to Jimmy Orton.

Congratulations and best wishes to the lucky girls!

Besides engagements, weddings and telegrams that have a tendency to distract us, we receive letters like this in the mail. Line forms to the right for applications, girls:

"The T. Eaton Co., Limited,
"Winnipeg, Man.

"Sirs—Please send us two girls pictured with dresses, catalogue Nos. 41-C120 and 41-C121, page No. 12.

"Dress colours: British Navy with Navy check, Frigate Navy. Sizes, both twenty."

(Continued on Page Thirty-Six)

Seen and Heard in the Mail Order

(Continued from Page Thirty-Five)

By Mrs. L. Montgomery, Dorothy Dee,
J. Soboden and M. Scott



Our sincere sympathy is extended to Mrs. D. Gordon, 80 department, formerly of department 28 (men's furnishings) in the loss of her husband, Cpl. J. Gordon, who was recently killed in action in Belgium.

Department 1

Glad to hear that Stella Chorney is out of the hospital and slowly getting back her strength.

Freda Ferguson has also been taken to the hospital and it is the wishes of the staff of department W1 that we shall very soon hear of them returning to work again full of pep.

* * *

Candy Factory News

The sympathy of the department is extended to Daisy Hall in the loss of her nephew, Pte. Bill Hall, overseas.

Murray Coates was presented with a billfold from the department recently. Murray, in the short time he was with us, made himself very popular through his willingness and pleasant disposition. He has had to return to his home on the farm.

Quite a bit of interest is shown in our Thursday night bowling. So far the Lucky Strikes are three up on the Wildcats. If we keep going, maybe next year the candies will have a team in the Eaton league. The captain of Lucky Strikes is Jimmy Birkenshaw, and captain of the Wildcats is Johnny Pesto.

Deepest sympathy to Mr. F. Shalley, box factory, whose father died March 10th.

Congratulations are in order for Ivy Thomas, of department 1747, who is wearing a beautiful sparkler from L/Ac Earl Grey, now overseas. Best of luck to you both!

Anne McLennan was a very happy girl when she received a wire saying her hubby, Roderick, who is a chief petty officer in the Royal Canadian Navy, was on his way home. Rod has been in the navy since 1942.

Triggerette Club "Bullet"-in

Competition is keen as the Triggerettes meet every Monday night and raise their sights. High scores for the month of February were: "A" class, 96.2, Tom Dorian; and "B" class, 99.1, Herta Bozlovitch. Looks like they'd make excellent snipers!

After shooting on Monday evening, March 19th, the members enjoyed a social evening at the home of Marge Ackland.

CONTACTS



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No. 3

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City Advertising

Associate Editor:

MARGUERITE MERRITT
City Advertising

ALEXANDER AVENUE WAREHOUSE

Mr. T. McCoy, better known as "Tommy," 270 SR-4, was wearing a "king-size" smile when he reported that his sailor son, Ronald, came home on a few days' leave to be with "me and mum." We wish Ronald the best of luck and may his next leave be permanent.

P/O James Vine, son of William Vine, 109 department, was on parade before the altar on March 10th. The Germans did their best to make Jimmie surrender but failed. A woman did it in two weeks after he came home. Best wishes to Mr. and Mrs. Vine for the future.


Pte. R. Simpson, formerly of the stoves and plumbing, Alexander Avenue warehouse, has been officially reported wounded in action. He enlisted in January, 1943, trained at Brandon and went overseas in April, 1944.

On St. Patrick's Day, March 17th, Mr. George Mathers, 256-17, warehouse, completed his thirtieth year of service with the Company. His desk and chair were gaily decorated for the occasion. The department heads and staff were on hand to celebrate the event. Mr. W. L. Cable, group supervisor, made the presentation of a purse containing green folding stuff, and expressed the good wishes of the staff and himself and hoped George would be spared for many more years of service with the Company. In reply, George said the surprise was almost too much for him, but he thanked one and all and said it had been a pleasure to work with the staff and for The T. Eaton Co. Limited.
—J. Scott.

THE LAST WORD!

Corner a dictionary and get started on the **Brand Line Name Contest**.
See inside front cover.

In Memoriam



MARTHA MAY CHEALE, beloved wife of John F. Cheale (elevator inspectors) passed away in January at the Misericordia Hospital. Besides her husband, two sons are left to mourn—Sgt. J. E. Cheale, R.C.A.S.C. overseas, and R. J. Cheale, recently discharged from the 17th L.A.A. Battery overseas.

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FREDERICK BURTON, employed with the elevator department of the Company for thirty-three years, passed away recently. Mr. Burton was born in County Wicklow, Ireland, and came to Canada in 1910. He is survived by his widow; two sons in the armed forces and two daughters.

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Our sincere condolences are offered to FRANCES BISHOP, fifth floor restaurant bar, in the death of her mother on February 28th.

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Word has recently reached DORIS BOWES and DIANE PAYNE, both of the basement foodateria, informing them that their brothers had died in a Japanese prison camp. They had been taken prisoner at the fall of Hong Kong. Words cannot express our feelings to the bereaved families at such a sorrowful time.

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The many friends of MR. WILLIAM McCREA, formerly of 144 department, will regret to learn that he passed away on Tuesday, March 20th, at Deer Lodge Hospital.

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WILLIAM (BILL) PAIGE passed away at North Vancouver General Hospital on March 19th. Mr. Paige was well known in the Winnipeg store as he was for over thirty years associated with the adjusting bureau and c.o.d. cashiers.

REACH HIM OVER THERE...



HE'S BROKEN home ties . . . he's over there fighting with all he's got. Don't leave him over there alone—it's your fight, too. Span the miles your thoughts travel by writing him often, **OFTEN!** Perhaps he's been over there as long as 2,000 days and nights! He's hungry for a glimpse of home. Put yourself in his place—make your letters newsy, cheery—cram them with the bits of gossip he loves to read about—the folks, the places, the things going on back home.

WRITE NOW AND WRITE OFTEN!

THE **T. EATON** CO. LIMITED
WINNIPEG CANADA